

**Introduction Strategy for Novel
Diagnostic Device in the IVD Sector
Dissertation Submitted to**



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by

Vitthal Kalyan

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Rahul Sharma

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Internship Report on Marketing Internship at Beacon Group

Introduction: My internship at Beacon Group as a Marketing Intern provided a comprehensive introduction to the dynamic field of marketing within the pharmaceutical industry. Beacon Group is renowned for its innovative approach to healthcare solutions, making it an ideal environment to gain practical experience and insights.

Objectives of the Internship:

1. Gain practical experience in marketing strategies and tactics.
2. Understand the role of marketing in the pharmaceutical and healthcare sectors.
3. Apply theoretical knowledge to real-world marketing campaigns.
4. Learn to collaborate effectively within a marketing team.

Activities and Responsibilities:

1. Market Research and Analysis:

- Conducted market research to identify industry trends, competitor strategies, and customer preferences.
- Analyzed data using tools such as Excel and SPSS to derive insights and make informed recommendations.

2. Digital Marketing Campaigns:

- Assisted in the development and execution of digital marketing campaigns across various platforms (social media, email marketing, etc.).
- Monitored campaign performance metrics (CTR, conversion rates, etc.) and prepared reports for evaluation.

3. Content Creation and Management:

- Created compelling content for social media posts, blog articles, and promotional materials.
- Managed content calendars and ensured timely delivery of marketing materials.

4. Event Coordination:

- Supported the planning and execution of corporate events, including seminars, webinars, and trade shows.
- Liaised with vendors and managed event logistics to ensure smooth operations.

5. Marketing Strategy Development:

- Contributed to brainstorming sessions and strategy meetings to develop marketing plans aligned with business objectives.
- Proposed innovative ideas to enhance brand visibility and customer engagement.

6. Team Collaboration:

- Collaborated with cross-functional teams including sales, product development, and design to align marketing initiatives with overall company goals.
- Participated actively in team meetings and contributed to strategic discussions.

Learning Outcomes:

- Developed practical skills in market research, data analysis, and digital marketing.
- Gained insights into the strategic planning and execution of marketing campaigns in the pharmaceutical sector.
- Enhanced communication and teamwork skills through collaboration with diverse teams and stakeholders.
- Acquired proficiency in using marketing tools and platforms to drive brand awareness and customer engagement.

Conclusion: My internship at Beacon Group as a Marketing Intern was an enriching experience that deepened my understanding of marketing practices in the pharmaceutical industry. The opportunity to work on diverse projects and collaborate with talented professionals has equipped me with valuable skills and insights that will contribute to my future career in marketing. I am grateful for the guidance and mentorship received during this internship, which has been instrumental in my professional development.

Recommendations: Based on my internship experience, I recommend that Beacon Group continue to provide interns with opportunities for hands-on learning and exposure to various facets of marketing within the healthcare sector. Encouraging cross-functional collaboration and supporting ongoing professional development initiatives would further enhance the internship program.

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