

INTERNSHIP AT IIHMR UNIVERSITY

INTERNSHIP REPORT

Submitted to



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Master of Business Administration (MBA) in
Pharmaceutical Management

by

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INTERNSHIP REPORT

1. Introduction

This internship aimed to bridge academic research with real-world marketing trends by exploring digital and phygital marketing strategies in India's cosmetic industry. Conducted under the guidance of faculty at IIHMR University, Jaipur, the internship provided practical exposure to research methodologies, industry analysis, and data interpretation. The focus was on understanding platform-specific strategies, consumer influence, and branding patterns within the Indian beauty sector.

2. Internship Context

Unlike a conventional organization-based internship, this project was undertaken under faculty mentorship within the academic environment. The research focused on secondary data collection from credible industry sources, academic literature, brand reports, and digital marketing analytics. Additionally, a primary data component was included through a Google Form survey to gather consumer perspectives.

This academic internship provided an opportunity to:

- Develop structured research skills.
- Interpret secondary datasets and visual analytics.
- Analyze brand campaigns from a strategic marketing perspective.
- Apply theoretical knowledge to real industry cases.

3. Research-Based Learning Outcomes

a. Social Media Strategy Analysis

Reviewed marketing practices across platforms such as Instagram, YouTube, and Facebook. Key Insights:

- Instagram is the dominant platform for cosmetic product discovery among Indian youth.

- Brand strategies vary between content-heavy YouTube campaigns and interactive Instagram posts.

b. Brand Strategy Mapping

Compared digital campaigns by brands like L'Oréal, Maybelline, Nykaa, and Mamaearth.

Key Learnings:

- User-generated content and micro-influencer partnerships enhance engagement.
- Phygital innovations such as AR try-ons significantly improve conversion rates.

c. Phygital Strategy Implementation

Analyzed the integration of physical and digital touchpoints.

Examples:

- Nykaa's "Try Before You Buy" kiosks.
- MAC's virtual try-on features.

d. Data Collection and Analysis

Designed and distributed a Google Form to understand consumer behavior regarding digital beauty marketing.

Skills Gained:

- Questionnaire design.
- Survey-based data visualization and thematic interpretation.

e. Literature and Industry Review

Explored academic sources (e.g., IJCRT, WARC, Kantar, Mintel) for validated trends.

Key Focus Areas:

- Culturally adapted advertising.
- ROI on platform-specific content.

4. Skills Developed

- **Research Writing and Report Structuring**

- **Data Interpretation and Visualization**
- **Market Trend Analysis**
- **Survey Design and Consumer Insight Gathering**
- **Strategic Thinking on Brand Positioning**

5. Conclusion

This internship under faculty supervision enabled a deep dive into marketing trends and brand strategies shaping the Indian cosmetic landscape. The experience strengthened both academic research capabilities and practical understanding of digital marketing tactics. The internship also enhanced skills relevant to a career in pharmaceutical and healthcare marketing, especially within consumer-facing product categories like dermacosmetics and wellness.