

Internship Report

At

B-BLACK BELT BRAND BUILDERS

Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

SHUBHAM VERMA

Under the Supervision and Guidance of

DR. AKSHAY KUMAR MISHRA

Associate Professor

2025

Internship Report

Organization: B – Black Belt Brand Builders

Project Title: Beyond Disease Management: Creating Emotional Value Through H2H Marketing in Chronic Disease Medications

Name: Shubham Verma

Stream: Pharmaceutical Management

Roll No: 0578

1. Introduction

This internship was undertaken to bridge academic learning with practical exposure in pharmaceutical brand management and healthcare marketing. Hosted by B – Black Belt Brand Builders, a healthcare brand consulting firm, the internship focused on exploring the nuances of Human-to-Human (H2H) marketing in chronic disease management. Conducted virtually, the internship allowed complete flexibility and autonomy, emphasizing research, critical thinking, and innovative application of classroom knowledge.

2. Objectives of Internship

- To understand the practical application of H2H marketing principles in chronic disease care.
- To evaluate how emotional value can be integrated into pharmaceutical branding strategies.
- To conduct secondary and primary research for dissertation development.
- To develop actionable recommendations for marketing strategy focused on patient-centric branding.

3. Organizational Profile

B – Black Belt Brand Builders is a strategy and marketing consultancy firm specializing in brand positioning, identity building, and creative content solutions for healthcare and pharmaceutical clients. The firm promotes patient-centric and humanistic approaches to branding, including H2H strategies, content storytelling, and digital branding.

4. Services Provided by Organization

- Brand strategy and marketing communication for healthcare brands
- Design and execution of patient engagement campaigns
- Market research and strategic insights for pharmaceutical companies
- Training and development on human-centric branding and storytelling

5. Key Activities/Projects Undertaken (Other than Dissertation)

a. Industry and Therapeutic Landscape Review

- Conducted comprehensive secondary research on chronic diseases (diabetes, hypertension, CVD).
- Analyzed emotional and clinical challenges faced by patients.
- Studied pharmaceutical branding practices in the Indian context.

b. Primary Research Support

- Designed survey tools and interview guides to explore patient perceptions.
- Synthesized insights from stakeholders (patients, caregivers, and marketers).
- Created data charts and analysis for emotional value mapping.

c. H2H Brand Audit Framework

- Helped draft a framework assessing brands on Kotler's H2H pillars (Human Spirit, Empathy, and Co-creation).
- Analyzed communication material from Indian chronic care brands.

d. Dissertation Drafting and Review

- Drafted all dissertation chapters like literature review, methodology, data analysis, and recommendations.
- Integrated relevant Kotler theories and Indian pharmaceutical studies.
- Iterated feedback with organization mentor and academic guide.

6. Key Learnings from Internship

a. Activity Done

- Built a strategic understanding of how pharmaceutical brands can shift from disease-focused to patient-focused storytelling.
- Developed emotional mapping tools for chronic patients.
- Drafted actionable frameworks to guide H2H branding in Indian pharma.
- Applied Kotler's H2H model (Three Pillars) practically in brand assessment.
- Interpreted how brands in diabetes care can transition from transactional marketing to emotional bonding.

b. Linking Theory (Classroom Learning) with Practice

- Concepts from courses like Pharmaceutical Marketing, Consumer Behaviour, and Strategic Brand Management were applied during research and framework development.
- Data analysis skills from Business Analytics helped in survey interpretation.

- Learnings from Healthcare Systems and Social Marketing aided in contextualizing chronic care realities and behaviour change.
- The internship reflected strong integration of academic theories like Maslow's Hierarchy of Needs, AIDA model, Kotler's 4Ps & 5A Path, and H2H branding with practical brand positioning work.

c. Gaps Identified

- A major gap exists between pharmaceutical marketing communication and real patient emotional needs.
- Lack of patient stories, empathy-driven communication, and co-creation with stakeholders in most brand campaigns.
- Most chronic care brands remain medically driven with limited humanization.
- No standardized framework exists for evaluating emotional value delivered by chronic care brands in India.

d. Suggestions

- Introduce emotional value benchmarking in chronic disease product branding.
- Conduct regular qualitative research (interviews, focus groups) to understand patient stories and barriers.
- Encourage co-creation of brand narratives with patients and caregivers.
- Train marketing teams in emotional intelligence, patient psychology, and storytelling.
- Build digital content that addresses life aspirations, emotional journeys, and peer support rather than product features alone.