

SUMMER INTERNSHIP PROGRAM

At



Pariezo Media

From **22 May 2024** to **20 July 2025**

A REPORT BY

Ruparel Meet Manojbhai

Master of Business Administration

Pharmaceutical Management

IIHMR-U/02/2024-26/0692

2024-26

under the Mentorship of

Dr. Rahul Sharma



Certificate

OF INTERNSHIP

Ruparel Meet

Student of IIHMR University, Jaipur has successfully completed Summer Internship
On "Digital Transformation and Gap Analysis in Pharma Brand Management"

From 19th May 2025 to 19th July 2025

Under the guidance of **Mrs. Shailaja Pathak.**

He is found to be responsible, able to focus on goals & dedicated to completing projects. We wish him all the best for the future.



Shailaja Pathak
Co-founder

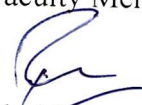
IIHMR University, Jaipur Faculty Mentor Approval

This is to certify that Mr. Ruparel Meet Manojbhai of academic year 2024-26 of School of Pharmaceutical Management has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 30/07/2025

(Signature of Faculty Mentor)

A handwritten signature in blue ink, appearing to read 'R. Sharma'.

Name: Dr. Rahul Sharma

Designation: Assistant Professor

About the Organization:

A full-service advertising agency with dedicated experience in helping brands grow and thrive. Parizeo was built on the foundation of providing innovative, results-driven marketing solutions.

Our services are tailored to meet the diverse needs of modern businesses. From digital marketing, including website development, video creation, SEO, PPC, and e-commerce platforms to exhibition and comprehensive brand strategy, we ensure your brand stands out in a crowded marketplace.

At Parizeo, we create experiences and forge connections that help brands engage with their audiences in meaningful ways.

As a team of passionate problem-solvers, we believe in building lasting partnerships and are committed to offering the strategic insights and creative solutions you need to stay ahead.

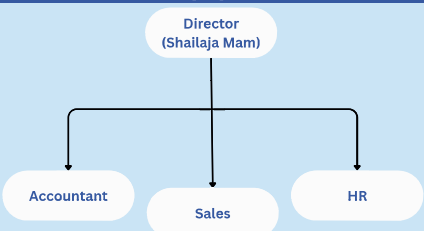
Mission:

Empower businesses by providing creative and strategic solutions that elevate their brand, engage their audience, and drive measurable results. We strive to build long lasting partnerships with our clients by consistently delivering exceptional service and innovative ideas that meet their unique needs.

Vision:

Empower brands to thrive in the digital age by transforming their online presence into a powerhouse of engagement and results. We aim to set new standards in the industry by continuously evolving our services and staying ahead of the latest trends, ensuring our clients always have a competitive edge.

Organogram:



Theoretical vs Practical Application

Theoretical Knowledge

- STP, SWOT, AIDA, BCG Matrix, and JMC explained in structured classroom sessions
- Concepts around patient-centric content, brand wheel, and therapy awareness
- Ethics of pharma copywriting taught (tone, clarity, regulation awareness)
- Principles of ethical pharma promotion, compliance, and regulatory guidelines covered

VS

Practical Implications

- Created brand plans, teasers, and positioning maps for Arbitel, Improsyn.
- Understood challenges of brand maturity, NPPA constraints, and tender-based marketing
- Developed MR detailing scripts and adapted based on therapy and practice style
- Identified gaps in visual aid design (paper quality, messaging flow) and execution planning

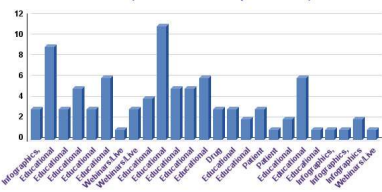
Objectives:

- To evaluate how pharmaceutical companies are integrating digital transformation in brand management.
- To identify gaps between current digital marketing practices and the expectations of future healthcare influencers (students).
- To suggest improvements in digital strategies for better patient-centric content, brand recall, and healthcare professional (HCP) engagement.

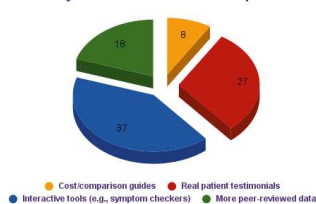
Methodology:

- Structured online survey conducted among 90 students from pharmaceutical and healthcare management backgrounds.
- Evaluation of current pharma brand content across company websites and platforms.

Q 5. What type of pharma digital content do you find most useful? (Rank in order of preference)



Q 9. What would make pharma digital content more valuable to you as a future healthcare professional?



Q 10. If a pharma brand invited you to co-create patient education content, what format would interest you?



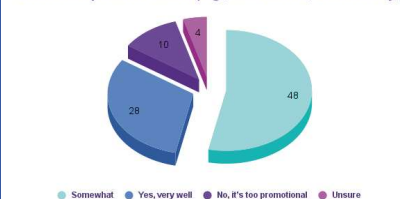
Key Findings:

- Pharma brands are visible online but fail to emotionally engage or educate deeply.
- Most content lacks interactive, patient-centric formats. Education is often missing.
- Poor visual identity, inconsistent storytelling, and missing human elements in communication.
- Limited use of regional languages and cultural sensitivity in content.

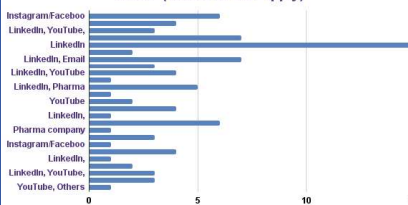
Recommended Strategies:

- Use storytelling, simplified visuals, and educational formats to build trust and reliability.
- Address diverse Indian demographics through regional language versions and cultural relevance.

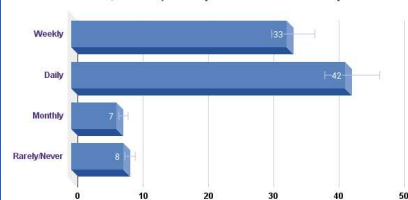
Q 6. Do you think pharma digital content adequately addresses patients' needs (e.g., side effects, affordability,



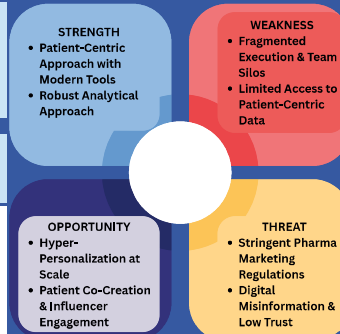
Q 4. Which platforms do you see pharma content on most often? (Select all that apply)



Q 3. How often do you encounter digital content (blogs, social media, emails) from pharmaceutical companies?



SWOT Analysis



Challenges during Internship

- Difficulty in Developing Customized Digital Communication and Visual Aids for Diverse HCP Segments
- Translating Theoretical Knowledge into Practical, Field Ready Brand Strategies
- Adherence to Regulatory and Compliance Standards

Key Learnings During Internship

- **Practical Use of Marketing Tools:** Applied STP, IMC, BCG, and SWOT in real brand scenarios to plan and position effectively.
- **Targeted Communication:** Learned to craft impactful, segment-specific messages for healthcare professionals.
- **Theory to Practice:** Understood how to adapt marketing strategies to real-world challenges like regulations and data gaps.
- **Data-Driven Thinking:** Gained skills in working with limited data to model patient funnels and support decisions.
- **Industry Readiness:** Built adaptability, communication, and problem-solving skills for leadership in pharma marketing.

Conclusion

- Strategic improvements can be made through localized content, feedback loops, and HCP-specific messaging.
- Pharma brands have moderate digital visibility, but lack emotional, educational, and interactive engagement.



Reporting Format (Weekly)

Name of the Organisation: Pariezo Media

**Area/ Department/ Project of Summer Internship Program: Digital Marketing
Intern. Project Name: Digital Transformation and Gap Analysis in Pharma Brand
Management**

Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 1 From: 22/05/2025 to 25/05/2025

Activity Done	I worked on developing a brand plan for Arbitel (Telmisartan), a Micro Labs product used to manage hypertension. Designed digital marketing strategies to remind cardiologists and physicians, focusing on key product benefits and clinical relevance. Segregated the Jenburkt product pipeline into distinct categories based on: • Therapy segment • Brand name • Molecule • Indication • Brand punchline
Linking theory (Classroom learning) with practice at your organisation	As a student of MBA in Pharmaceutical Management, I applied my classroom learning to pharmaceutical brand planning, therapy segmentation, and strategic marketing. Concepts such as STP (Segmentation, Targeting, Positioning), digital communication channels, and stakeholder engagement were directly applied in real-life strategy development for a cardiovascular product, reinforcing the importance of theory in practical marketing execution.

Gaps were identified in the working area.	• Lack of updated brand-wise digital communication templates tailored for different prescriber segments. • Limited access to competitor benchmarking data for digital strategies. • Need for structured guidance on aligning regulatory compliance with digital content.
Suggestions for improvement	Develop a centralized template for digital communication targeted at doctors across specialties. Create a competitor intelligence dashboard to track the digital presence and campaigns of rival brands. Conduct training sessions on regulatory norms for pharma-specific digital marketing.
Plan for the next week.	Work on AI Tools utilisation in Pharma Brand Management Finalize the digital strategy deck for Arbitel with multi-platform content suggestions. Work on the project outlines and select the target approach to follow for project completion.

Signature of the Student

Ruparel Meet Manojbhai

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Pariezo Media

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Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 2 From: 26/05/2025 to 31/05/2025

Activity Done	• Worked on 20 AI tools, utilised in Pharma Brand Management, with a deep understanding of the services and offers enhancing pharmaceutical brands • Worked on Designing Visual aids for pharma brands. • Worked on the Sunscreen 'Photostable' by Sun Pharma. • Worked on Molecules 'Teriparatide & Tapentadol for launch in the Pain and Analgesic segment for Jenburkt Pharmaceuticals. • Working on 'Improsyn' Brand by Pharmed and started preparing Brand Plan for promotion of the brand on Digital Platforms. • Worked on contacting alumni for the promotion of Pareizo's social media Handles
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, Applied brand management and digital marketing theories by working with 20+ AI tools to enhance pharma brand strategies. • Worked on Photostable (Sun Pharma), applying product lifecycle and market segmentation concepts. • Studied molecules Teriparatide & Tapentadol, connecting to pharmacology and therapeutic positioning. • Preparing a digital brand plan for Improsyn (Pharmed), integrating STP and IMC frameworks.

Gaps were identified in the working area.	- Activities (e.g., using AI tools or designing visual aids) are mentioned, but no performance metrics (reach, engagement, ROI) are linked. - Work on molecules is described, but strategic insight (e.g., Overreliance on Market Size Data, Lack of Competitive Landscape Assessment, Missed Risk Assessment, Insufficient Evaluation of Entry Barriers) is missing. - Work on Improsyn mentions digital planning, but tools, channels, or consumer targeting methods aren't specified.
Suggestions for improvement	Incorporate data or performance indicators to showcase results (e.g., increased HCP engagement or brand visibility). Include a brief mention of market positioning or strategic challenges you assessed. Explain how this aligns with building brand advocacy or long-term stakeholder relations.
Plan for the next week.	Will be working on the Improsyn Brand and refining the details in the brand plan to promote it through Digital Strategies. Will be working on my main project and data of a specific brand that already has digital strategies applied for their brand and their company's website.

Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: Pariezo Media

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Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 3 From: 02/06/2025 to 07/06/2025

Activity Done	• Working on ‘Improsyn’ Brand by Pharmed, and especially worked on USP Mapping, Brand Positioning Matrix, and SWOT Analysis for the brand. • Learnt about promotional strategies used by pharmaceutical companies to promote their products to Doctors in the Central Government. • Visited Indoco Remedies Ltd. and learnt from the Marketing Head about their experience.
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, Applied USP Mapping to position the brand against competitors. • Developed a Brand Positioning Matrix to identify gaps in the Nutrition Segment. • Conducted SWOT Analysis to align brand strategy with market opportunities. • Analyzed digital detailing (Hybrid Marketing Models - CRM & Omnichannel Outreach). • Discussed tender-based marketing (Porter’s Five Forces) • Understood real-world brand strategy (BCG Matrix Application)

Gaps were identified in the working area.	• Work on Improsyn Brand, it was difficult to track down the direct competitors and information about molecules. • Improsyn Brand is mature and not even present in the market. Its positioning in the Brand Positioning Matrix was complex and difficult. • Doctors ignore Medical Representatives due to a lack of time. • Price-capped Tenders through NPPA limit the marketing of the brands of pharmaceutical companies.
Suggestions for improvement	Lack of flow between fieldwork and classroom conceptual theories. Use of email marketing, WhatsApp messaging, and direct channel through applications like JB Next for doctor engagement.
Plan for the next week.	Will be working on Improsyn Brand and working on the details in the brand plan for promoting it through Digital Strategies. Will be working on my main project and data of a specific brand that already has digital strategies applied for their brand and their company's website. Will be visiting Dia Printers for detailed learning about Printing aspects of Visual Aids, LBLs, etc.

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Reporting Format (Weekly)

Name of the Organisation: Pariezo Media

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Intern. Project Name: Digital Transformation and Gap Analysis in Pharma Brand Management

Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 4 From: 08/06/2025 to 14/06/2025

Activity Done	• Visited Dia Printers for understanding about Visual Aid, LBLs preparation for brand promotion. • Met with one of the Leading professionals from one of the top pharmaceutical MNCs. • Worked on a Teaser for a brand launch for the Jenburkt company. • Visited the Gifts Exhibition 2025 for understanding about promotions and gifts for brand recall.
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, Applied Integrated Marketing Communications (IMC), Visual Hierarchy & Design Principles: Effective labels use color, typography, and layout to attract attention and convey information. • AIDA Model (Attention-Interest-Desire-Action): Brand Activation - Pre-launch campaigns build anticipation and engagement, as well as curiosity, among doctors. • Sales Promotion & Brand Recall: Freebies and gifts reinforce brand memory. Brand Promotion for KOLs across each segment, as well as brand recall and sales promotion, can be effective. This can include diary entries, tabletops, 24k carat gold frames, paintings for each therapy, and interactive tools for children when doctors are administering injections.

Gaps were identified in the working area.	• Cost vs. Effectiveness Analysis, and MBA students do not even know the basics of Visual Aids, Paper GSM, and many other such things. • Regulatory Constraints Not Discussed for digital marketing and applying that to the pharma industry for brand promotion. • No Clear Metrics for Success, as the idea might be very good, but it cannot connect or click for doctors. • With the use of AI, I have seen that creativity takes a toll in making teasers for brand hype creation. • For continuous brand recall, the table-tops and these inputs are not sustainable, as other companies are also offering inputs for brand recall.
Suggestions for improvement	Define KPIs before the launch of teasers (likes, social media impressions) Have differentiation between gifts for doctors, KOLs Cost benefit analysis, and ground or basic training about GSM, paper types, and many such things that PMT people will work on in the future.
Plan for the next week.	Will be working on the Linux META brand plan for Division Teaser Launch and Brand Launch Teaser as well. Will be working on my main project and data of a specific brand that already has digital strategies applied for their brand and their company's website. Will work more on Jenburkt Teasers for a brand launch for Jenburkt.

Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: Pareizo Media

Area/ Department/ Project of Summer Internship Program: Digital Marketing
Intern. Project Name: Digital Transformation and Gap Analysis in Pharma Brand Management

Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 5 From: 08/06/2025 to 14/06/2025

Activity Done	• Worked on the preparation of the Visual Aid of Chlorthalidone + Telmisartan • Visited Medley Pharmaceuticals and met with their Marketing Head • Worked again on the Teaser for a brand launch for the Jenburkt company. • Worked on Linux (Meta) division launch and teaser ideas for the division launch
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, I applied Pharmacology & Therapeutics, Product Management & Brand Strategy, and Marketing Communications. • I learned about Industry Orientation & Organizational Behaviour, Strategic Management & Communication & Networking Skills. • I learned about Pharmaceutical Brand Management, Consumer Behaviour, and Creative Marketing strategies. • I learned about Pharma Sales & Marketing Management, Business Development, and Market Research for the META Division launch.
Gaps were identified in the working area.	• Did not mention competitive analysis or how the visual aid stands out from competitors. • Lacked the practical insights to understand the insights of the pharmaceutical industry but had theoretical knowledge completely.

	• The key performance metrics for teaser ideas are lacking because whether the ideas created a buzz or not is not identified. • Missing discussion about Brand Name, clear indications about the requirements, and market data for planning the launch of the division.
Suggestions for improvement	Incorporate competitors' product comparisons to position the combination more effectively and highlight unique clinical or economic advantages. Marketing Professionals should discuss more about brand lifecycle management, campaign budgeting, market penetration, or segmentation techniques. Applying the STP framework and understanding how teasers were customized for different HCP specialties or regions based on therapy or segment. Highlight how collaboration with sales, medical, or market research teams and data on therapy guys or prescription trends for teaser launch and planning.
Plan for the next week.	Will be working on the Visual Aid of Chlorthalidone + Telmisartan and creating a design based on my ideas for the molecules. Will be working on my main project and data of a specific brand that already has digital strategies applied for their brand and their company's website.

Signature of the Student

Ruparel Meet Manojbhai

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Reporting Format (Weekly)

Name of the Organisation: Pariezo Media

**Area/ Department/ Project of Summer Internship Program: Digital Marketing
Intern. Project Name: Digital Transformation and Gap Analysis in Pharma Brand
Management**

Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Week no: 6 From: 21/06/2025 to 28/06/2025

Activity Done	• Worked on the preparation of the Visual Aid of Chlorthalidone + Telmisartan • Worked on Detailing Part for MRs to convey to doctors for promoting brands. • Learned about Patient Funnel, BCG Matrix, and Johari Window.
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, I applied the AIDA Model were using visuals/diagrams to attract doctors' attention. Highlighting key clinical benefits increases interest, showing superiority over competitors' brands increases the desire of doctors, and it calls for action for doctors to prescribe. • I also learned about Patient Journey Mapping, identifying the customer base where we will position our brand, Customer Retention, and Brand Wheel, which covers a major part of the Brand Plan. • I also learned about the BCG Matrix and briefly discussed the quadrants of the matrix and related them to current pharma brands and positioned them according to the quadrants. Star, Cash Cows, Question Mark, Dogs. • Johari's Window provides an idea about knowing about oneself as a future brand manager and tells us about what needs to be analyzed and worked on for improvement in the future.

Gaps were identified in the working area.	• The data or base file is not accessible/available, or it is costly for the organization to access for get the patient funnel for our brand. • Visual Aid might lack doctor engagement, might not be prescribed due to a lack of brand presence or brand click in the doctor's mind. • MRs might not agree on the point as they will be confessing about the doctor's requirements. Generalized Pitch might not work for every professional. A diabetologist, a General Practitioner, Clinical Practitioner, etc., requires different pitches for brand movement.
Suggestions for improvement	Lack of guidance about having different presentations for every healthcare professional. Preparing Visual aids according to the knowledge they require. A proper knowledge of Patient Funnel and real work on Excel, which would give an exact idea of when we are working on the brand funnel.
Plan for the next week.	Will be working on preparing the patient funnel on Excel for the COPD disease of the Respiratory Segment. Preparation of Brand Plan for any brand and molecule for practice of Preparation of Brand Plan. Will be working on my main project and data of a specific brand that already has digital strategies applied for their brand and their company's website.

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Roll no:0692

Stream: Pharmaceutical Management

Week no: 7 From: 28/06/2025 to 05/07/2025

Activity Done	• Worked on the preparation of Patient Funnel for chronic therapy (Hypertension). • Worked on the BCG Matrix and placed the top 15 brands from the Pharmarack Report, March 2025, into the Matrix. • Learned about preparing a detailed brand plan for a specific brand from a Senior Brand Manager at Sun Pharma. • Learned about Copywriting and its importance, with specifications to keep in mind while doing copywriting.
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, I applied the AIDA Model, Healthcare Consumer Behavior, and Epidemiology to map the patient funnel for hypertension, from undiagnosed to treatment adherence. • Gained insights into brand plan components: product lifecycle, sales trends, market/product definition, brand wheel, competition analysis, and patient funnel. • Understood the BCG Matrix and positioned the top 15 brands into Star, Cash Cow, Question Mark, and Dog categories based on market data. • Connected copywriting with pharma communication, consumer psychology, and ethical compliance to craft impactful brand messages.

Gaps were identified in the working area.	• The understanding and positioning of the Top 15 brands into the BCG Matrix was difficult, regardless of having high growth and high market value. • Bifurcation of the patient funnel and finding the target market and patients as brands today are preferred in combination. • Copywriting plays an important role, and some of the points, like Headline, share of voice, share of mind concepts, were not clear to the target patients' demand. • Preparation of the patient funnel from the IQVIA Data was not clearly shown and understood during the guest lecture which made it difficult while preparing the patient funnel for Hypertension.
Suggestions for improvement	Lack of guidance about having different presentations for every healthcare professional. Preparing Visual aids according to the knowledge they require. A proper knowledge of Patient Funnel and real work on Excel, which would give an exact idea of when we are working on the brand funnel.
Plan for the next week.	Scheduled a meeting or guest lecture with the Marketing Manager from Aristo Pharma. Will be working on soft skills development and will be learning about Patient Funnel from a Senior Brand Manager for chronic therapy. Will be working on my main project and the preparation of the final project report for my project.

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Roll no:0692

Stream: Pharmaceutical Management

Week no: 9 From: 12/07/2025 to 19/07/2025

Activity Done	• Worked on preparing the final report and analyzing questionnaire data and poster preparation. • Met a professional from Alembic working as Marketing Manager and learnt about challenges in initial journey as freshers and also learnt about how to get clear in basics and also took guidance for initial journey in pharmaceutical companies.
Linking theory (Classroom learning) with practice at your organisation	• As a student of MBA in Pharmaceutical Management, I applied the Marketing Analytics like interpreting HCP responses to generate insights that support strategic decision making. Strategic Brand Management in translating insights into actionable strategies • I also learned about Career Development & Soft Skills Training where how to build professional identity and improve soft skills, Pharma Marketing Fundamentals where reinforcing the importance of clear basics: STP, PLC, therapy area knowledge, and finally Organizational Behaviour and Professional Ethics where understanding corporate culture, expectations from freshers, and navigating early challenges in the pharma marketing ecosystem.
Gaps were identified in the working area.	• It's unclear how the data insights were translated into strategic recommendations or brand actions. • Missing Reflection on Competency Gaps like therapy knowledge, communication, analytics or sales exposure • Very less conversions or responses for digital activity conducted amongst doctors/healthcare professionals.

Suggestions for improvement	Use Insight-to-Action Framework to turn observations into brand actions Reminders or follow-up via WhatsApp/Email based on the consent taken from the doctor.
Plan for the next week.	

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Ruparel Meet Manojbhai

Approved by the IIHMR University's Mentor

Compiled Weekly Reports

Name of the Organisation: Pariezo Media

Area/ Department/ Project of Summer Internship Program: Digital Marketing Intern. Project Name: Digital Transformation and Gap Analysis in Pharma Brand Management

Name of the Student: Ruparel Meet Manojbhai

Roll no:0692

Stream: Pharmaceutical Management

Activity Done	Week 1: Foundation & Brand Planning for Arbitel • Developed a detailed brand plan for Arbitel (Telmisartan) from Micro Labs. • Strategized digital campaigns highlighting key USPs for cardiologists. • Categorized Jenburkt's product portfolio using therapy-wise segmentation. Week 2: AI Tools & Brand Content Development • Explored and documented the use of 20+ AI tools for pharma marketing. • Created visual aids and content for brands like Photostable (Sun Pharma), Teriparatide & Tapentadol (Jenburkt), and Improsyn (Pharmed). • Initiated alumni engagement for Pareizo's digital visibility. Week 3: Strategy Deep-Dive & Government Promotions • Mapped USP, SWOT, and Positioning Matrix for Improsyn. • Understood government sector promotions and tender-based marketing. • Met the marketing Manager at Indoco Remedies Ltd. Week 4: Visual Aid Execution & Promotional Gifts • Visited Dia Printers to understand design, GSM, and material specs for LBLs. • Created teaser campaign for Jenburkt product launch. • Explored Gifts Exhibition 2025 for ideas around brand recall and doctor engagement.
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	Week 5: Teasers, Division Launch & Industry Visit - Continued working on Chlorthalidone + Telmisartan Visual Aid. - Developed ideas for Linux META Division brand teaser. - Met the Marketing Head of Medley Pharmaceuticals for market insights. Week 6: MR Detailing & Funnel Thinking - Created detailed product messages for MRs to use in doctor detailing. - Worked on Patient Funnel strategy using Excel modeling. - Applied the Johari Window for personal growth as a future brand manager. Week 7: Brand Plan Execution & Copywriting - Worked on finalizing the Hypertension patient funnel. - Placed top 15 brands into the BCG Matrix based on Pharmarack data. - Attended a guest session by a Sun Pharma Brand Manager and learned the essentials of pharma copywriting. Week 8–9: Report Compilation & Career Guidance - Analyzed survey data for final project report. - Designed posters summarizing findings from the digital transformation gap. - Met with the Marketing Manager at Alembic, who shared early career challenges and guidance.
Linking theory (Classroom learning) with practice at your organisation	- Applied Segmentation, Targeting, and Positioning (STP) and understood how strategic planning converts into digital brand stories tailored for different HCPs. - Discovered how tools like Canva, ChatGPT, and Copy.ai contribute to brand ideation and content

	creation. Integrated Marketing Communication (IMC) theory into real digital strategies. • Applied SWOT Analysis, BCG Matrix, and Porter's Five Forces to understand how pricing, NPPA policies, and brand recall affect sales in government tenders. • Applied the AIDA Model for pre-launch teaser strategy. Understood the psychology of visual hierarchy and how tangible tools support intangible brand recall. • Used Product Lifecycle & Strategic Brand Management frameworks. Realized the importance of teaser customization based on therapy and HCP segments. • Mapped the patient journey through the funnel from awareness to adherence. Learned that MRs need segmented detailing scripts for each HCP type. • Understood how copywriting goes beyond words—it's about tone, behaviour cues, therapy focus, and compliant communication that speaks to both minds and hearts. • Refined soft skills, interview preparedness, and gained insights into the pharma marketing ecosystem. Applied marketing analytics to derive actionable conclusions from survey data.
Gaps were identified in the working area.	1. Develop role-specific content templates for various HCPs. 2. Introduce pre-set KPIs like HCP engagement %, teaser recall, Rx conversions. 3. Train interns on pharma-specific AI tools with clinical data adaptation. 4. Teach real-world Excel work on patient funnel modeling and market share. 5. Incorporate competitor dashboards to understand what other brands are doing. 6. Host regulatory masterclasses on content compliance in pharma. 7. Encourage storytelling in Visual Aids and detailing for MR teams.

Suggestions for improvement	1. Standardized Digital Templates: Create modular templates for specialties like GPs, Cardiologists, Diabetologists, etc. 2. Competitive Intelligence Dashboard: Implement tracking tools for competitor campaigns across digital platforms. 3. KPI-Driven Campaigns: Define metrics like impressions, CTA clicks, Rx uplift, and brand recall. 4. Segmented Messaging: Use CRM systems (e.g., JB Next) to customize detailing per HCP type. 5. Funnel Analysis Training: Train interns on real IQVIA data and Excel modeling of patient journeys. 6. Ground-Level Training: Introduce modules on visual aid design basics like GSM, content flow, and branding aesthetics. 7. Copywriting Frameworks: Train on tools like AIDA, PAS, and storytelling tailored for ethical pharma promotions.
Key Learnings	1. Marketing Strategy & Brand Building • Applied STP, IMC, BCG Matrix, and SWOT to real pharma brand situations. • Learned how to create brand plans and teasers aligned with lifecycle stages. 2. Digital Transformation • Experienced practical AI use in creative design, planning, and analytics. • Understood the limitations of AI and the role of human creativity in pharma content. 3. Copywriting & Communication • Learned the essentials of engaging copy – headline, share of mind, clarity, clinical focus. • Understood tone personalization based on specialty and channel. 4. Sales & HCP Engagement • Recognized the need for specialty-wise pitch customization. • Learned how MRs need supporting tools like simplified visuals and WhatsApp marketing.

	5. Practical Gaps in Pharma Marketing • Theoretical knowledge isn't always aligned with field requirements like tender marketing, pricing strategies, and brand recall. 6. Professional Growth & Career Readiness • Gained insights into navigating early pharma roles, soft skills, and the value of strong basics (therapy knowledge, communication, analytics).
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Signature of the Student

Approved by the IIHMR University's Mentor