



SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA

(Sponsored by the Exhibition Society)

Affiliated to Osmania University, Approved by PCI-New Delhi
NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC

Report on

Guest Lecture: “Introduction to Pharmaceutical Marketing”

Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (SNVPMV),
Tarnaka, Secunderabad

Date: 09-04-2025

Guest Speaker:

Mrs. N. Alekhya Pratap, Academic Director, Akshara Vaagdevi International School

Presided by:

Dr. T. Mamatha, Principal, SNVPMV

Dr. B. Haarika, Vice-Principal, SNVPMV

Programme Coordinators:

Dr. Koppala R.V.S. Chaitanya, Associate Professor

Mr. D. Suresh, Assistant Professor

Students attended: Final Year B.Pharmacy

SESSION INITIATION

A guest lecture on the topic “Introduction to Pharmaceutical Marketing” was conducted on April 9, 2025, at Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (SNVPMV), Tarnaka, Secunderabad. The event was graced by Mrs. N. Alekhya Pratap, Academic Director, Akshara Vaagdevi International School, who addressed pharmacy students with an in-depth and insightful session on pharmaceutical marketing principles and practices.

WELCOME ADDRESS

The session was initiated by Dr. T. Mamatha, Principal, SNVPMV, who extended a warm welcome to the guest speaker and audience. In her address, she emphasized the growing relevance of marketing in the pharmaceutical field, especially in light of increasing competition, the need for ethical branding, and digital transformation in healthcare. As a gesture of sustainability and appreciation, the speaker was welcomed with an eco-friendly greeting



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GUEST SPEAKER PROFILE:

Alekya Pratap holds a degree in Management, a Master's in Finance, a Bachelor's in Education, and a Master's in Education. Since 2014, she has been actively involved in the field of education, with a strong passion for school education. She has a deep interest in managing, developing, and exploring new pedagogical approaches and experiments. Alekya has conducted numerous educational programs and attended a school leadership program at IIT Delhi. Alekya Pratap is currently the Academic Director at Akshara Vagdevi International School, where they implement a blend of traditional Cambridge, CBSE, and creative pedagogical activities

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GUEST LECTURE ON

Introduction to Pharmaceutical Marketing

GUEST SPEAKER

Mrs. Alekhya Pratap
Academic Director
Akshara Vaagdevi International School



 **09-04-2025**

 **10:00 AM Onwards**

 **SNVPMV, Auditorium**

PRESIDED BY

Dr. B. Prabha Shankar
Chairman, SNVPMV
President, IPA- T.S. Branch

PROGRAM CO-ORDINATORS

Dr. K.R.V.S.Chaitanya
Assoc. Professor
Dept. of Pharmacology

Mr. D.Suresh
Assistant Professor
Dept. of Pharmacology

Dr. B. Haarika Vice - Principal SNVPMV	Dr. T. Mamatha Principal SNVPMV	Dr. N. Srinivas Director SNVPMV	Sri B. Hanumanth Rao Hon.Secretary SNVPMV
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Mrs. N. Alekhya Pratap SESSION

Mrs. N. Alekhya Pratap delivered an insightful and comprehensive lecture on "Introduction to Pharmaceutical Marketing", designed to bridge the gap between academic knowledge and industry practice for budding pharmacy professionals. Her session was well-structured, engaging, and loaded with real-world relevance. The lecture spanned the following key areas:

1. *Philip Kotler's Definition of Marketing*

The session began by grounding students in the fundamentals of marketing. Mrs. Pratap referred to the Philip Kotler's definition of marketing:

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

She elaborated on how this definition applies to the pharmaceutical sector, where the emphasis is not only on selling a product but on creating value for patients, healthcare professionals, and society at large.

2. *The 4 P's of Marketing*

The classical marketing mix model – the 4 P's – was discussed in detail, contextualized for the pharmaceutical industry:

- **Product:** Includes not just the drug formulation but also packaging, patient education material, and support services.
- **Price:** Strategies involving competitive pricing, insurance coverage, and value-based pricing in pharma.
- **Place:** Channels through which pharmaceutical products reach the end users – hospitals, pharmacies, e-pharmacies, etc.
- **Promotion:** Techniques used to communicate product benefits, including doctor detailing, CME programs, advertisements, and digital promotions.

She emphasized the unique challenges in pharma marketing, such as the need to educate rather than sell directly due to regulatory restrictions.

3. *Scope of Marketing*

The speaker highlighted the broad scope of pharmaceutical marketing, encompassing:

- Market research and segmentation
- Brand management
- Consumer education and awareness campaigns
- Marketing analytics and ROI measurement



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- Post-launch marketing and lifecycle management

She noted that pharma marketing is not just about sales but also building relationships and trust with healthcare stakeholders.

4. Analyzing Consumer Buying Behaviour

Understanding how patients and healthcare professionals make purchasing decisions is critical. Mrs. Pratap discussed:

- Factors influencing decisions: health literacy, doctor recommendations, social media influence, and cost
- The role of the caregiver or physician as a primary decision-maker in many pharmaceutical purchases
- Impact of branding and trust in patient behavior

5. Key Metrics for Measuring Consumer Behavior

She outlined important metrics and tools used to assess marketing success:

- Patient adherence and compliance rates
- Prescription rates and sales trends
- ROI on marketing campaigns
- Brand recall and patient satisfaction surveys

These metrics help marketers evaluate and refine their strategies.

6. Types of Consumer Behavior

Mrs. Pratap categorized consumer behavior into the following types:

- Complex buying behavior: When purchases are expensive or risky (e.g., chronic illness medications)
- Dissonance-reducing buying behavior: When patients seek reassurance post-purchase
- Habitual buying behavior: OTC drugs and refills
- Variety-seeking buying behavior: Common with generic substitutes

Understanding these types helps in designing targeted marketing approaches.

7. Emerging Concepts in Marketing

The speaker introduced students to modern trends shaping the future of marketing, such as:

- Customer-centric marketing



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- Omnichannel marketing
- AI and data-driven personalization
- Influencer marketing in healthcare
- Content marketing through blogs, videos, and infographics

These trends offer exciting new ways to engage patients and professionals effectively.

8. *Marketing in Pharmaceutical Industries*

The core of the session focused on pharma-specific marketing practices, including:

- Ethical marketing and promotion to healthcare professionals
- Patient awareness campaigns
- Pharma branding and product positioning
- Sampling and doctor engagement strategies

She discussed how pharmaceutical companies must balance profit with public health priorities, making marketing both strategic and sensitive.

9. *Regulatory Compliance*

An essential part of pharmaceutical marketing is adhering to regulations set by bodies such as:

- DCGI (Drugs Controller General of India)
- CDSCO (Central Drugs Standard Control Organization)
- WHO and FDA (for global compliance)

She highlighted how misleading claims, over-promotion, and lack of transparency can lead to legal issues, loss of trust, and harm to public health.

10. *Digital Marketing in Pharma*

The session covered how digital platforms are reshaping pharmaceutical marketing:

- Email marketing to doctors and pharmacists
- Social media campaigns
- SEO and SEM for drug information websites
- Mobile health apps and telemedicine platforms

Mrs. Pratap encouraged students to embrace digital tools for future marketing success.

11. *Push and Pull Strategies*

She defined and differentiated:



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- Push strategy: Targeting intermediaries like doctors and pharmacies to promote products
- Pull strategy: Creating demand directly from patients through awareness and branding

She gave real-world examples from OTC products and chronic care therapies.

12. Importance of Trust and Transparency

The lecture concluded with a powerful message on ethics in marketing. She emphasized:

- Building long-term trust with healthcare professionals and patients
- The importance of transparent communication
- How integrity in marketing ultimately leads to sustainable success

INTERACTIVE SESSION

The lecture was followed by an interactive Q&A session where students posed insightful questions. Mrs. Alekhya responded with practical examples and encouraged students to think innovatively and ethically as future pharma professionals.

FEEDBACK AND FELICITATION

Students provided positive feedback, appreciating the clarity, depth, and relevance of the session. The programme continued with the felicitation of the speaker by the organizing committee as a token of gratitude and appreciation for her time and effort.

VOTE OF THANKS CUM CONCLUSION

The event concluded with a heartfelt vote of thanks delivered by Dr. B. Haarika, Vice Principal, SNVPMV, who acknowledged the speaker's valuable contribution and appreciated Mrs. N. Alekhya Pratap's lecture was a masterful blend of theory and real-world insights. Her deep understanding of marketing principles and their application to the pharmaceutical industry offered the students a valuable learning experience. She encouraged them to pursue marketing not just as a business tool, but as a means to educate, empower, and serve society through responsible communication. The organizing team's efforts, and the enthusiastic participation of students. The programme ended on a patriotic note with the National Anthem and a memorable group photograph capturing the successful culmination of the guest lecture.



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Guest lecture by Mrs.N.Alekhyia Pratap at SNVPMV on 09-04-25



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Felicitation of Guest speaker Mrs.N.Alekhy Pratap post presentation at SNVPMV on 09-04-25



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STUDENT ATTENDANCE

Sl. No	Name of the student	Hall Ticket Number	Signature
24	V. Niveditha Reddy	1704-21-881-101	<u>Niveditha</u>
25	P. Siva Kumari	1704-21-881-078	<u>Siva</u>
26	N. Bhavya	1704-21-881-072	<u>Bhavya</u>
27	Muchinthala Kavya	1704-21-881-063	<u>M. Kavya</u>
28	K. Laxmi priyanka.	1704-21-881-051	<u>Laxmi</u>
29	K. Abhinaya	1704-21-881-047	<u>K. Abhinaya</u>
30	Salma	1704-21-881-088	<u>Salma</u>
31	K. Jeevana	1704-21-881-043	<u>Jeeva</u>
32	B. Nehasi	1704-21-881-014	<u>Nehasi</u>
33	Bhavani	1704-21-881-039	<u>Bhavani</u>
34	G. Pallavi	1704-21-881-033	<u>G. Pallavi</u>
35	M. Anjali	1704-21-881-057	<u>Anjali</u>
36	K. Saathvecha	1704-21-881-044	<u>Saathvecha</u>
37	K. Sri Vaishnavi	1704-21-881-046	<u>Sri Vaishnavi</u>
38	P. Ruchi tha	1704-21-881-074	<u>Ruchi</u>
39	G. Radhika	1704-21-881-088	<u>Radhika</u>
40	G. Raveena Gayathri	1704-21-881-037	<u>Raveena</u>
41	Fariya Begum	1704-21-881-030	<u>Fariya Begum</u>
42	V. Nikitha	1704-21-881-104	<u>Nikitha</u>



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A lecture on Pharmaceutical Marketing
by Mrs. Alekha Pratap Mam

Sl. No	Name of the student	Hall Ticket number	Signature
1.	K. Lakshmi Bhavana	1704-21-881-053	<u>Bhavana</u>
2.	D. Keerthi	1704-21-881-027	<u>Keerthi</u>
3.	K. Sravya Sree	1704-21-881-056	<u>Sravya Sree</u>
4.	K. Meghana	1704-21-881-049	<u>Megha</u>
5.	Rajya Sultana	1704-21-881-080	<u>Rajya</u>
6.	Taithi Kumbharapurani	1704-21-881-085	<u>Taithi</u>
7.	T. Nishitha	1704-21-881-073	<u>Nishitha</u>
8.	P. Shiva priya	1704-21-881-076	<u>Shiva</u>
9.	Ushinasi Manumari	1704-21-881-060	<u>Ushinasi</u>
10.	Shivanandini Mandugula	1704-21-881-059	<u>Nandini</u>
11.	Amali Nandipati	1704-21-881-069	<u>Amali</u>
12.	N. Akhila	1704-21-881-071	<u>N. Akhila</u>
13.	P. Usha Nandini	1704-21-881-079	<u>Usha</u>
14.	A. Keerthi	1704-21-881-009	<u>A. Keerthi</u>
15.	B. Samethya	1704-21-881-016	<u>Samethya</u>
16.	G. Bharathi	1704-21-881-039	<u>Bha</u>
17.	K. Dhanasree	1704-21-881-042	<u>Dhanasree</u>
18.	N. DEEKSHITHA RANAOI	1704-21-881-105	<u>N. Deekshitha</u>
19.	P. Divya	1704-21-881-077	<u>P. Divya</u>
20.	Sparsh	1704-21-881-094	<u>Sparsh</u>
21.	Saistee Panda	1704-21-881-087	<u>Saistee</u>
22.	Zeenath	1704-21-881-107	<u>Zeenath</u>
23.	N. Unnava	1704-21-881-066	<u>Unnava</u>



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S.NO.	Name of the Student	Hall Ticket Number	Signature
1.	Sana Khatoon	1704-21-881-090	Sana Khatoon
2.	Syeda Nudrath Fatima	1704-21-881-095	Nudrath
3.	M. Vasundhara	170421881062	M. Vasundhara
4.	K. Shivani	170421881054	K. Shivani
5.	V. Keerthi	170421881100	V. Keerthi
6.	K. Nikhitha	170421881045	Nikhitha
7.	S. Divya	1704-21-881-092	Divya
8.	A. Shivani	1704-21-881-003	Shivani
9.	A. Keerthi	1704-21-881-005	A. Keerthi
10.	A. Maheshwari	1704-21-881-008	A. Maheshwari
11.	B. Swathika	1704-21-881-019	B. Swathika
12.	G. Pallavi	1704-21-881-035	G. Pallavi
13.	Y. Sneha Reddy	1704-21-881-106	Sneha Reddy
14.	B. Sai Akanksha	1704-21-881-017	B. Sai Akanksha
15.	C. Poojitha	1704-21-881-024	Poojitha
16.	D. Nikhitha	1704-21-881-025	Nikhitha
17.	B. Likhitha	1704-21-881-018	Likhitha
18.	J. Shruvya	1704-21-881-041	J. Shruvya
19.	J. Abhigna	1704-21-881-040	Abhigna
20.	S. Saranya	1704-21-881-086	S. Saranya
21.	M. Sharadha	1704-21-881-064	M. Sharadha
22.	R. Anu Sri	1704-21-881-083	Anu Sri
23.	V. Usanthi	1704-21-881-102	V. Usanthi
24.	N. Lohitha	1704-21-881-070	Lohitha
25.	M. Vandana	1704-21-881-058	Vandana
26.	M. Kavya (65)	1704-21-881-065	Kavya
27.	N. Rishitha	1704-21-881-067	Rishitha



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S.NO	Name of the Student	Hall Ticket Number	Signature
28	U. Bhargavi	1704-21-881-099	U. Bhargavi
29	R. Harini	1704-21-881-082	R. Harini
30	V. Gowthami	1704-21-881-103	V. Gowthami
31	S. Gayathri	1704-21-881-091	S. Gayathri