

GUEST LECTURE ORGANISED BY FACULTY OF PHARMACY

The Faculty of Pharmacy, Integral University, Lucknow, organised an expert lecture on “Emerging opportunities and career perspective in pharma industry” on 12th June, 2021 via Online Mode. More than 100 students joined the lecture.

Invited eminent speaker Mr. Abhishek Bajpai, Senior Product Manager, Alkem Laboratories Ltd., Mumbai, enlightened the students with the commendable talk on the subject where he informed regarding the Role of a product or Brand Manager. He highlighted on the importance of identification of the market in successful launch of a product. He further focussed on the implication of knowledge regarding legal challenges to be handled in this regard

Role Of A Product / Brand Manager : Brand Custodian

- ❖ Idea generation for new product development
- ❖ Identification of Market & Customer
- ❖ Check for legal challenges (Patent etc.)
- ❖ Marketing campaign (Print Input / CRM/ Incentive etc.)
- ❖ Training of field force
- ❖ Sales monitoring (ROI / Conversion)

The diagram illustrates the product lifecycle: Product Development, Marketing, Sales, Product Launch & Growth, and Product Discontinuation. It also includes Product Management, Product Marketing, and Marketing Network Model.

ABHISHEK BAJPAI SENIOR PRODUCT MANAGER ALKEM...

Further, He talked about the possible avenues where an undergraduate student of Pharmacy can apply, adding, that the students did a smart move by joining the course. The lecture , was followed by the Question- Answer session and concluded by Vote of thanks.

Dr. Tarique Mahmood
Head
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Prof. Syed Misbahul Hasan
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