



SPACES DEGREE COLLEGE
(Affiliated to Andhra University)

(Under the Management of SRI PRAKASH EDUCATIONAL SOCIETY)

**ACTIVITIES CONDUCTED
UNDER MOU WITH SYSTOPIC
LABORATORIES PVT LTD, NEW
DELHI DURING 2021-22**

Sri Prakash Vidya Soudham, P.L.Puram, Payakaraopeta-531 126, Visakhapatnam Dist

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CIRCULAR


Dt.19.01.2022

No: MOU/ACTIVITY/013/2021-22

Dear students,

This is to inform you that a seminar on “Trends in Pharma Marketing” has been arranged by Sri Narise Bhadrinadh, an expert from Systopic laboratories pvt ltd, New Delhi. The seminar is planned to be conducted on 23.01.2022 (sunday) in the morning session for all final year students.




Principal
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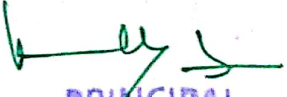
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ACTIVITY – 1

SEMINAR BY EXPERT FROM SYSTOPIC LABORATORIES PVT LTD, NEW DELHI

A seminar on “TRENDS IN PHARMA MARKETING” was conducted on 23.01.2022 for all third-year students. A total of 106 students are participated in this program. Sri Narise Bhadrinadh MRC, SYSTOPIC Laboratories Private Limited, New Delhi stated that, pharmaceutical marketing is big business and it continues to grow at a rapid rate. In fact, the marketing spend in the pharmaceutical sector has increased by nearly 70% in the past 20 years. He also discussed topics like Digital innovation in pharmaceutical market, Value of marketing, Structure and functions of pharmaceutical market, Pricing factors, Demand, supply and the price, Complex of marketing communications and its formation, Regulation of drug promotion etc., Despite the squeeze of cost-control, regulatory restrictions, and global competition, the marketing world of pharmacy will adapt going forward to focus on the user, not the drugs. This interactive session helped the students to learn importance of pharmaceutical sector and Pharmacy marketing. 106 Students participated in the seminar.




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A seminar on “Trends in Pharma Marketing”



SRI NARISE BHADHRINADH ADDRESSING THE GATHERING



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Dr.K.VEERRAJU, PRINCIPAL SPACES DEGREE COLLEGE, HONORING SRI NARISE BHADHRINADH



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