

# SIES SCHOOL OF BUSINESS STUDIES



## MDP in Digital Transformation in Pharma Marketing

### → About us

The SIES School of Business Studies (SIESSBS) , moved out of its parent institute SIES College of Management Studies in 2020. The PGDM Program has a legacy of more than 30 years and was started in 1996. Subsequently the PGDM Pharma Management Program came into existence in 1997 & PGDM Biotechnology in 2006. SIESSBS envisages providing quality management education for the nascent professionals, the dynamic future managers for 21st century. SIESSBS foundation maps its roots to the rich tradition of South India Education Society(SIES), one of the oldest and value-based educational trusts that run a number of educational institutes in the city of Mumbai and Navi Mumbai. Located on a sprawling campus at Nerul, the academic hub of Navi Mumbai, SIESSBS boasts of one of the best physical infrastructure and academic ambience befitting a modern B-school.

### → Key Modules

Omnichannel Marketing

AI in Pharma Marketing

Digital CRM Tools

Social Media Compliance

Digital Campaign Analytics

E-detailing & Virtual Engagement

Patient-Centric Marketing



### → Industry Value

Very relevant after rapid digital adoption in pharma engagement models.

## → MDP @ SIESSBS

For any B-school the most important stakeholder is the corporate sector. The tie-up between a b-school and corporate is what gives the business schools a cutting-edge advantage. This tie-up is in the interest of both the parties. The business school gains in terms of academic inputs to its own students becoming more practical. The industry gains in terms of consulting / advisory services or training program at a reasonable cost. This is the reason why the business schools are trying to build up such symbiotic relationship.



→ **Course duration**  
6 months

→ **Target Audience**

Pharma Marketing Teams & Young Managers

→ **Course Fees**  
Can be discussed



**CONTACT US**

**Prof. Jharna Lulla** [jharnal@sies.edu.in](mailto:jharnal@sies.edu.in)

**99202527664**