

**Distinguished Lecture**  
**on**  
**Changing Face of Pharmaceutical Marketing at the Era of**  
**Biologics and Vaccines**

**Organized by: IEM-BBA.**

**Date: 24.07.2024**

**Time: 4:10p.m. - 5:30 p.m**

**Attended by: BBA faculty members and students.**

**Total no. of attendee: 100.**

**Taken by: Mr. Subhrajit Paul, Brand Manager, Adult Vaccine, Glaxosmithkline Pharmaceuticals Ltd., Mumbai**

The program guided the attendees regarding changing facet of pharmaceutical marketing at the Era of Biologics and Vaccines. The session was identified as learning by example and practice by the top marketing professionals.

**Coordinators:**

**Dr. Soumik Gangopadhyay, Professor, IEM-BBA**

**Prof. Dibyendu Chattaraj, Assistant Professor, IEM-BBA**

**Prof. Sananda Halder, Assistant Professor, IEM-BBA**

**Prof. Joysri Datta, Assistant Professor, IEM-BBA.**







INSTITUTE OF ENGINEERING & MANAGEMENT  
KOLKATA



**MarkEdge: The Marketing Club**

**Department of BBA  
Presents**

**DISTINGUISHED LECTURE  
ON**

## **Changing Face of Pharmaceutical Marketing at the Era of Biologics and Vaccines**



**SPEAKER:**

**MR. SUBHRAJIT PAUL , BRAND MANAGER.  
ADULT VACCINE GLAXOSMITHKLINE PHARMACEUTICAL LIMITED,  
MUMBAI**

**FACULTY CO-ORDINATORS**

**PROF. (DR). SOUMIK GANGOPADHYAY  
PROF. DIBYENDU CHATTARAJ  
PROF. SANANDA HALDER  
PROF. JOYSRI DATTA**

**24TH JULY, 2024  
4:10P.M.-5:30P.M.**



**IEM ASHRAM CAMPUS**