

## EVENT REPORT

Name of the Event : Guest Lecture  
Title of the Event : Career Guidance session on Pharmaceutical Marketing Job Opportunities  
Organized by : Rathinam College of Pharmacy  
Date & Time : 23.12.2025 & 11.30-12.30 PM  
Venue : Seminar Hall  
No of Staffs Participated : 05  
No of Students Participated : 56

Rathinam College of Pharmacy organized a **Guest Lecture on Career Guidance Session on Pharmaceutical Marketing Job Opportunities** on 23rd December 2025 at the Seminar Hall. The session was delivered by **Mr. Gurunath K, Project Head, East West Next Gen, Salem**, with the objective of providing career-oriented guidance and creating awareness about employment opportunities in pharmaceutical marketing.

The session focused on introducing students to various career pathways available in pharmaceutical marketing, including roles such as medical representative, product executive, area sales manager, and marketing analyst. The speaker highlighted the essential skills required for success in the pharmaceutical marketing sector, such as communication skills, product knowledge, market analysis, and professional ethics. The lecture highlighted various career opportunities in pharmaceutical marketing, essential skills, industry expectations, and growth prospects. A total of 56 students and 5 faculty members actively participated, making the session informative and motivating. The programme effectively bridged academic learning with industry-oriented career guidance.

  
Program Committee

  
Principal  
**Principal**  
Rathinam College of Pharmacy  
Rathinam Techzone,  
Kotachi Main Road, Eathari,  
Coimbatore - 641 008



# RATHINAM

## COLLEGE OF PHARMACY



AFFILIATED TO THE TAMIL NADU Dr.M.G.R UNIVERSITY CHENNAI  
APPROVED BY PHARMACY COUNCIL OF INDIA (PCI),NEW DELHI

Organizes

## CAREER GUIDANCE SESSION ON PHARMACEUTICAL MARKETING JOB OPPORTUNITIES

 **Tue 23**  
Dec-2025

 **11.30 Am to**  
**12.30 Pm**

 **Seminar**  
**Hall**

A seasoned professional in pharma marketing and business development, Mr. Gurunath K will share real-world insights, career pathways, and how to position yourself for success in this competitive field.

**Mr. Gurunath K**  
Project Head,  
East West NextGen,  
Salem



# Key Takeaways

- Marketing Roles for B. Pharm Graduates
- Skills That Make You Industry-Ready
- Communication, Branding & Product Promotion in Pharma
- Career Growth & Opportunities in India and Abroad
- How to Build a Marketing Career from Campus

## Convenor

**Prof. Dr. N. Balakrishnan** M.Pharm, Ph.D.  
Principal

## Training & Placement Cell Team

**M. Ajmalkhan**  
M.Pharm

**S. Faisul Rahman**  
M.Pharm

**B. Dhiya**  
M.Pharm



**INSTITUTION'S  
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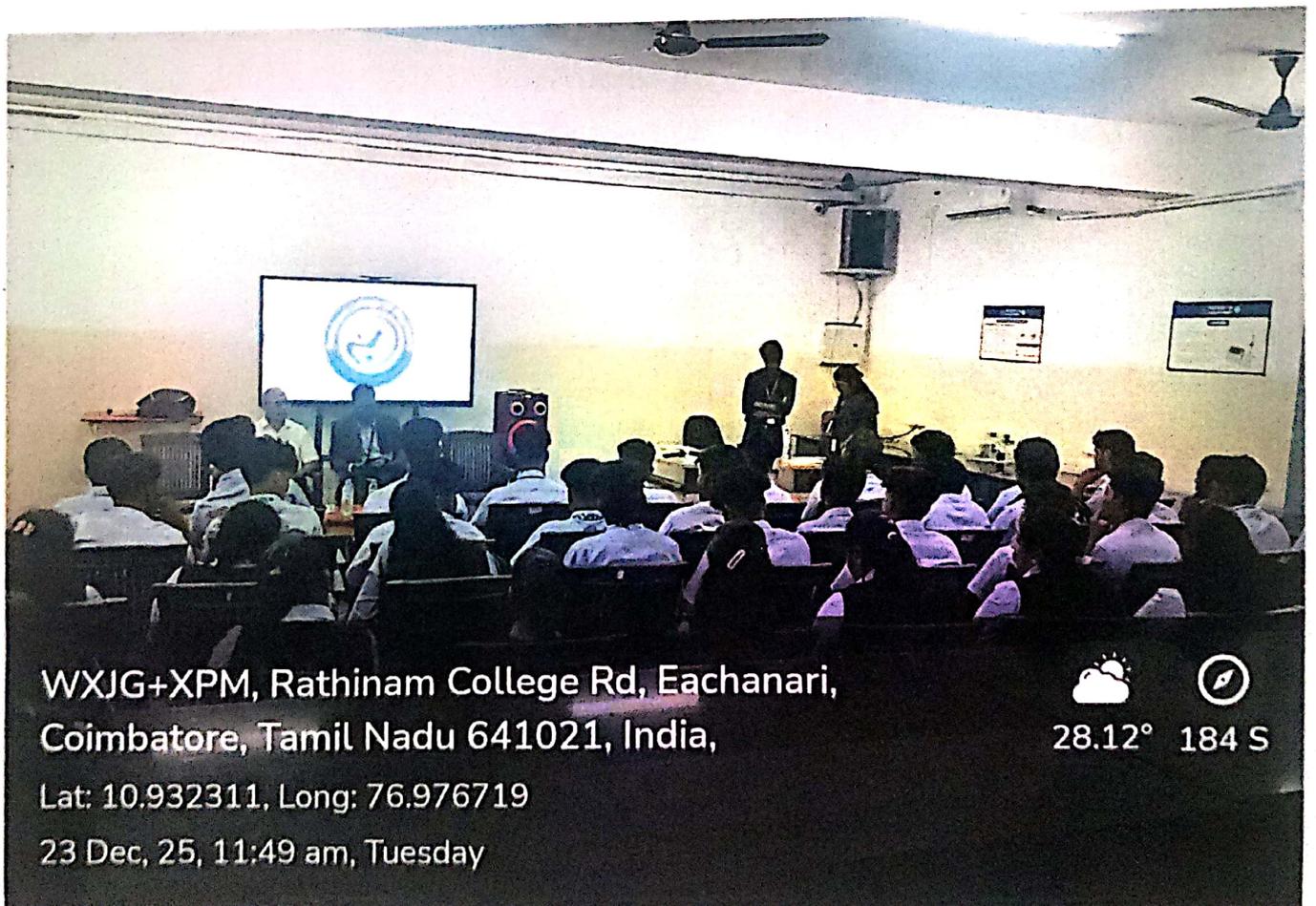


WXJG+XPM, Rathinam College Rd, Eachanari,  
Coimbatore, Tamil Nadu 641021, India,

Lat: 10.932304, Long: 76.976718

23 Dec, 25, 11:49 am, Tuesday

   
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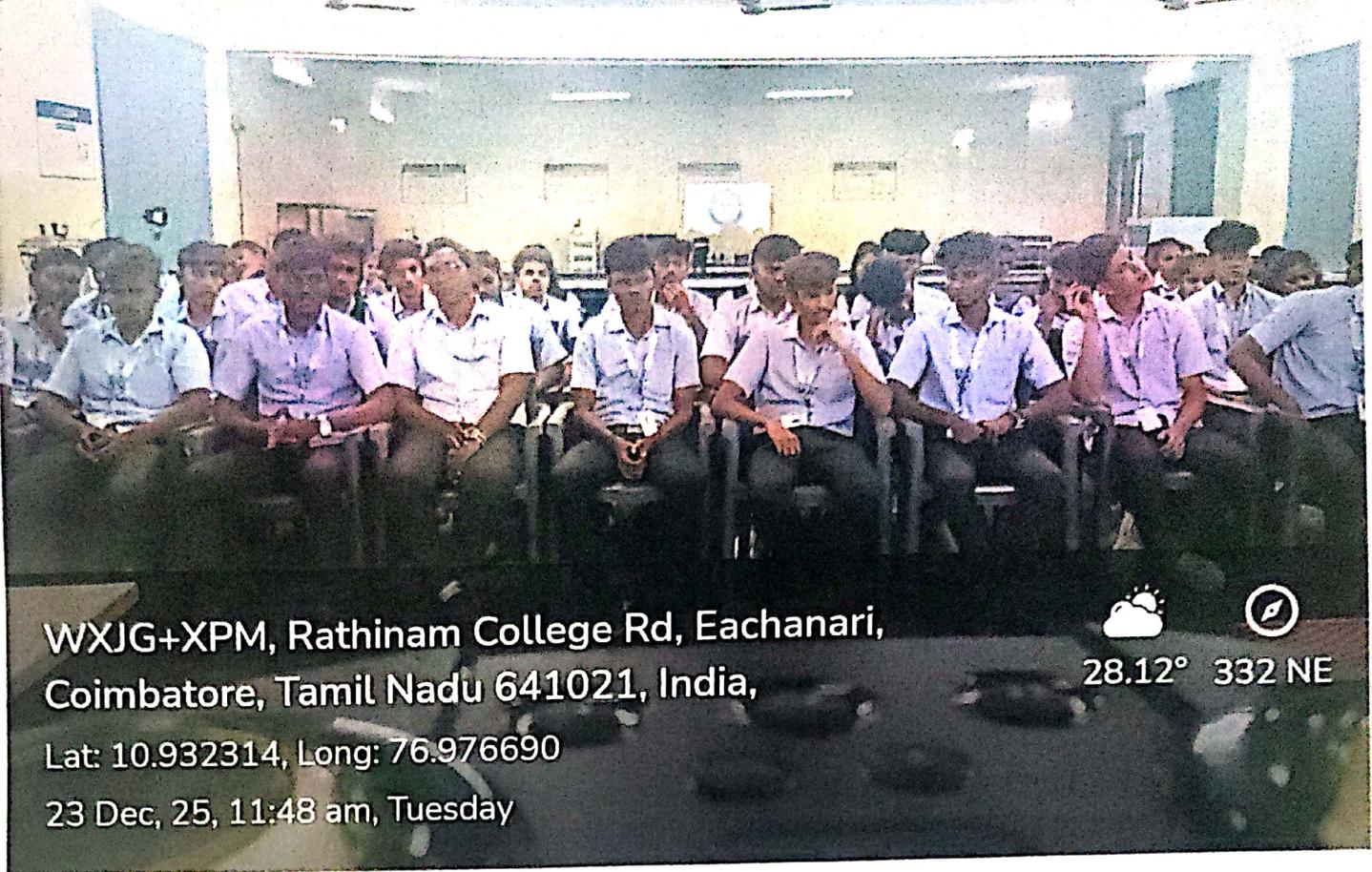


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Coimbatore, Tamil Nadu 641021, India,

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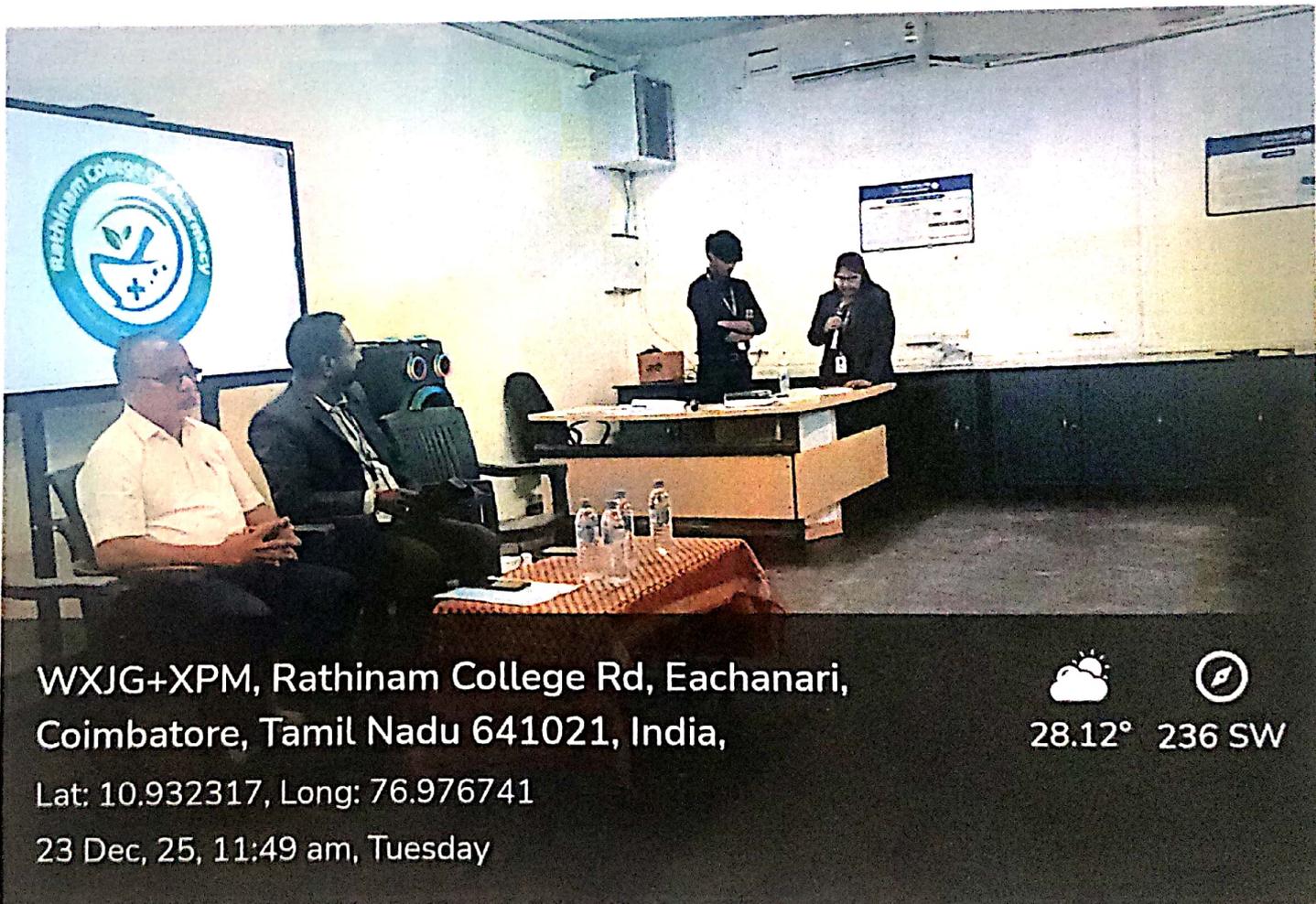
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Coimbatore, Tamil Nadu 641021, India,

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23 Dec, 25, 11:48 am, Tuesday



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Coimbatore, Tamil Nadu 641021, India,

Lat: 10.932317, Long: 76.976741

23 Dec, 25, 11:49 am, Tuesday



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