

A PROJECT REPORT ON

**EMERGING CONCEPT IN  
MARKETING**

Submitted for partial fulfilment of the requirement for the award of 8<sup>th</sup>  
semester of Bachelor of Pharmacy



**2021-2022**

**SUPERVISED BY**

Dr. Manoj Kumar  
M.Pharm, Ph.D

**SUBMITTED BY**

Manoj Kumar Maravi  
B.Pharm 8<sup>th</sup> semester

ROLL NO.: 18006022

Enroll.no.:GGV/18/6266

**DEPARTMENT OF PHARMACY**

**GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (CG)**

DEPARTMENT OF PHARMACY

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR(C.G.)

(A Central University Established by the Central University Act-2009 No-25of 2009)

Tel. No. 07752-260027; Fax No. 07752-260148

## FORWARDING CERTIFICATE

This is to certify that Manoj Kumar Maravi S/O Sukhnath Maravi is a student of B. Pharmacy 8th Semester in Department of Pharmacy GuruGhasidas Vishwavidyalaya Bilaspur (CG) has completed his "final semester project work" on '**Emerging Concept In Marketing**' under guidance of **Dr. Manoj Kumar** during academic session 2021-2022.

I recommended the report to be forwarded to the respective examiner for evaluation purpose.

  
FORWARDED BY

Prof. (Dr.) BHARTI AHIRWAR  
HEAD  
S.L.T. Institute of Pharm. Sciences  
Guru Ghasidas Vishwavidyalaya.  
Bilaspur (C.G.)

Department of Pharmacy,

Guru Ghasidas Vishwavidyalaya

Bilaspur (CG)

DEPARTMENT OF PHARMACY

GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR(C.G.)

(A Central University Established by the Central University Act-2009 No-25of 2009)

Tel. No. 07752-260027; Fax No. 07752-260148

## CERTIFICATE

This is to certify that Manoj Kumar Maravi s/o Sukhnath Maravi is a student of B.pharm 8th semester in Department of Pharmacy, Gurughasidas Vishwavidyala Bilaspur (CG) has completed his final project report work on “ Emerging Concept In Marketing” under my guidance during academic session 2021-2022

I here by forward this project.



FORWARDED BY

**Dr. MANOJ KUMAR**

(Assistant professor)

## ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my teacher Dr. Manoj Kumar sir who gave the wonderful report on topic: EMERGING CONCEPT IN MARKETING. I came to know about many things. I am really thankful to them.

Secondly I would also like to thanks to my senior, friends who have helped me with their valuable suggestions and guidance.

Manoj Kumar Maravi

B. pharm 8<sup>th</sup>sem

S. NO.	CONTENT	PAGE NO.
1.	Introduction	1
2.	Vertical Marketing System (VMS); Vertical integration	1,2
	2.1 Advantage of VMS	2
	2.2 Disadvantage of VMS	2
3.	Horizontal Marketing System (HMS): Horizontal Integration	2,3
	3.1 Advantage of HMS	3
	3.2 Disadvantage of HMS	3
4.	Rural marketing	3,4
	4.1 Features of rural marketing	5
	4.2 Challenges faced by the companies during rural penetration	6
	4.3 Guidelines for pharmaceutical industries in rural market	7
5.	Consumerism	7
	5.1 Technological trends in patient consumerism	7
	5.2 Advantages of healthcare consumerism	8
	5.3 Disadvantages of healthcare consumerism	8
6.	Industrial marketing	9
	6.1 Characteristics of industrial marketing	9,10,11
	6.2 Consumer in pharmaceutical industrial marketing	11
	6.3 Comparison between B2B and B2C pharmaceutical marketing	11,12
7.	Global marketing	13
	7.1 Systematic approach of entering new or international market	14,15
	7.2 Global pharmaceutical industry analysis	15
	7.3 Importance of global marketing	16,17
8.	References	