



**SANDIP**  
UNIVERSITY  
— UGC Recognised —  
Under Section 2(f) & 12(B) of UGC

School of  
Pharmaceutical  
Sciences

Value added course

## Pharma Marketing and Sales, Medical writing and documentation and health informatics (D. Pharmacy)



AY  
**2024-2025**

### Modules

- This course will help medical and healthcare professionals to
- become more effective medical writers by understanding and
- applying the best practices shared with examples in the
- courseware. The course is divided into twelve modules with integrated assessments, sample practice assignments and review check-sheet to map your learning progress.

COURSE DURATION  
**30 HRS**

Year  
**II**

### Course objective

- The course focuses on developing winning marketing content and best practices to be successful medical communicator to write and develop marketing collateral's including :Sales aids; Posters ; Sales/Consumer training materials; Product ads/Corporate ads ; Leave-behinds/flyers ;White paper;
- Case-studies;
- The course focuses on developing medically accurate content and
- best practices to be a successful medical communicator.

### Course outcome

- Students will learn about Grammar, Medical writing, healthcare communication, Freelance writing.  
This course will help medical and healthcare professionals/students to become more effective medical writers by understanding and applying the best practices shared with examples in the courseware

COURSE COORDINATOR  
**Dr. Swaroop Akey**

NAME OF DEAN  
**DR. MAKARAND GAMBHIRE**

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