Mktg 494: Pharmaceutical Economics

Marketing

Pharmacoeconomics is the description and analysis of the costs of drug therapy to health-care systems and society. Pharmacoeconomic research identifies, measures, and compares the costs (i.e., resources consumed) and consequences of pharmaceutical products and services.

3 Credits

Instruction Type(s)
- Lecture: Lecture for Mktg 494

Subject Areas
- Marketing/Marketing Management, General

Related Areas
- International Marketing
- Marketing Research