Mktg 496: Principles of Pharmaceutical Marketing

The nature and scope of the pharmaceutical industry, its marketing practices and environment with emphasis on skills and techniques used in the efficient administration of a pharmaceutical sales program.

3 Credits

Cross-listed Courses
• Phad 496: Principles of Pharmaceutical Marketing

Instruction Type(s)
• Lecture: Lecture for Mktg 496

Subject Areas
• Marketing/Marketing Management, General

Related Areas
• International Marketing
• Marketing Research