Phad 496: Principles of Pharmaceutical Marketing  
Pharmacy Administration  
The nature and scope of the pharmaceutical industry, its marketing practices and environment.  
3 Credits  
Prerequisites  
• Pre-requisite: C minimum in Mktg 351 or C minimum in Phad 391  
Cross-listed Courses  
• Mktg 496: Principles of Pharmaceutical Marketing  
Instruction Type(s)  
• Lecture: Lecture for Phad 496  
Subject Areas  
• Pharmacy, Pharmaceutical Sciences, and Administration, Other  
• Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)  
• Pharmacy (PharmD - USA - PharmD, BS/BPharm - Canada)  
• Pharmaceutical Marketing and Management  
Related Areas  
• Industrial and Physical Pharmacy and Cosmetic Sciences (MS, PhD)  
• Medicinal and Pharmaceutical Chemistry  
• Natural Products Chemistry and Pharmacognosy (MS, PhD)  
• Pharmaceutical Marketing and Management  
• Pharmaceutical Sciences  
• Pharmaceutics and Drug Design (MS, PhD)  
• Pharmacoeconomics/Pharmaceutical Economics (MS, PhD)  
• Pharmacy (PharmD - USA - PharmD, BS/BPharm - Canada)  
• Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)  
• Pharmacy, Pharmaceutical Sciences, and Administration, Other