

Phad 683: Advanced Drug Marketing

PHARMACY ADMINISTRATION

Factors affecting acceptance, distribution, promotion, and economics of drug marketing.

Prerequisite requirements for this course may also be satisfied by equivalent course work as approved by the department or by consent of instructor.

3 Credits

Instruction Type(s)

- Lecture: Lecture for Phad 683

Subject Areas

- [Pharmacy Administration and Pharmacy Policy and Regulatory Affairs \(MS, PhD\)](#)

Related Areas

- [Clinical and Industrial Drug Development \(MS, PhD\)](#)
- [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, Pharmaceutical Sciences, and Administration, Other](#)

