

Mktg 494: Pharmaceutical Economics

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

Prerequisites

Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Mktg 494

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- <u>Marketing Research</u>

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