

Phad 683: Adv Pharmaceutical Mkting & Patient Beha PHARMACY ADMINISTRATION

Doctoral seminar exploring the factors affecting acceptance, distribution, promotion, and economics of pharmaceutical marketing and the theoretical perspectives in understanding behavior in the medication use process.

3 Credits

Instruction Type(s)

• Lecture: Lecture for Phad 683

Subject Areas

- Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)
- Pharmaceutical Marketing and Management

Related Areas

- <u>Clinical and Industrial Drug Development (MS, PhD)</u>
- Industrial and Physical Pharmacy and Cosmetic Sciences (MS, PhD)
- Medicinal and Pharmaceutical Chemistry
- Natural Products Chemistry and Pharmacognosy (MS, PhD)
- 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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

