

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

Prerequisites

• Pre-Requisite: 24 Earned Hours

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

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.

