

# Mktg 495: Techniques of Pharmaceutical Sales

To introduce various strategies and tactics available to those who represent the pharmaceutical industry to therapy decision makers. 2 Credits

## Prerequisites

• Pre-Requisite: 24 Earned Hours

### **Cross-listed Courses**

<u>Phad 495: Techniques of Pharmaceutical Sales</u>

#### Instruction Type(s)

• Lecture: Lecture for Mktg 495

#### **Subject Areas**

• Marketing/Marketing Management, General

#### **Related Areas**

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

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