

## Mktg 495: Techniques of Pharmaceutical Sales

### MARKETING

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

- [Phad 495: Techniques of Pharmaceutical Sales](#)

#### Instruction Type(s)

- Lecture: Lecture for Mktg 495

#### Subject Areas

- [Marketing/Marketing Management, General](#)

#### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

