

## Mktg 494: Pharmaceutical Economics

### MARKETING

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

