Phad 496: Principles of Pharmaceutical Marketing

PHARMACY ADMINISTRATION

The nature and scope of the pharmaceutical industry, its marketing practices and environment.

3 Credits

Prerequisites

- Pre-requisite: C minimum in Mktg 351 or C minimum in Phad 391
- Pre-Requisite: 24 Earned Hours

Cross-listed Courses

- Mktg 496: Principles of Pharmaceutical Marketing

Instruction Type(s)

- Lecture: Lecture for Phad 496

Subject Areas

- Pharmacy, Pharmaceutical Sciences, and Administration, Other
- Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)
- Pharmacy (PharmD - USA - PharmD, BS/BPharm - Canada)
- Pharmaceutical Marketing and Management

Related Areas

- Clinical and Industrial Drug Development (MS, PhD)
- 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)

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