Phad 396: Marketing for Community Pharmacists

PHARMACY ADMINISTRATION

This course is an elective focused on exploring the factors affecting use and acceptance of, delivery of, promotion of, and pricing of innovative pharmacy products in the community pharmacy setting. The ability of pharmacists to develop innovative services and market them to patients, health care providers, payers, government agencies, and others is crucial to the advancement of pharmacy. Students will be introduced to marketing principles and how they are applied in community pharmacy.

1 Credit

Prerequisites

- Pre-requisite: Pharmacy PY1 or PY2

Instruction Type(s)

- Lecture: Lecture for Phad 396

Subject Areas

- Pharmacy, Pharmaceutical Sciences, and Administration, Other

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 Marketing and Management
- Pharmaceutical Sciences
- Pharmaceutics and Drug Design (MS, PhD)
- Pharmacoeconomics/Pharmaceutical Economics (MS, PhD)
- Pharmacy (PharmD - USA - PharmD, BS/BPharm - Canada)
- Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)

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