



# 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**

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

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