

## **Mktg 496: Principles of Pharmaceutical Marketing**

### **MARKETING**

The nature and scope of the pharmaceutical industry, its marketing practices and environment with emphasis on skills and techniques used in the efficient administration of a pharmaceutical sales program.

3 Credits

### **Prerequisites**

- Pre-Requisite: 24 Earned Hours

### **Cross-listed Courses**

- [Phad 496: Principles of Pharmaceutical Marketing](#)

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 496

### **Subject Areas**

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

### **Related Areas**

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

