

# Mktg 494: Pharmaceutical Economics

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
- <u>Marketing Research</u>

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