

# 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](#)

