

Mktg 496: Principles of Pharmaceutical 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

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

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