

Phad 496: Principles of Pharmaceutical Marketing

The nature and scope of the pharmaceutical industry, its marketing practices and environment.

3 Credits

Prerequisites

- Pre-requisite: C minimum in Mktg 351 or C minimum in Phad 391
- Pre-Requisite: 24 Earned Hours

Cross-listed Courses

<u>Mktg 496: Principles of Pharmaceutical Marketing</u>

Instruction Type(s)

• Lecture: Lecture for Phad 496

Subject Areas

- Pharmacy, Pharmaceutical Sciences, and Administration, Other
- Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)
- Pharmacy (PharmD USA PharmD, BS/BPharm Canada)
- Pharmaceutical Marketing and Management

Related Areas

- <u>Clinical and Industrial Drug Development (MS, PhD)</u>
- Industrial and Physical Pharmacy and Cosmetic Sciences (MS, PhD)
- Medicinal and Pharmaceutical Chemistry
- <u>Natural Products Chemistry and Pharmacognosy (MS, PhD)</u>
- Pharmaceutical Sciences
- Pharmaceutics and Drug Design (MS, PhD)
- Pharmacoeconomics/Pharmaceutical Economics (MS, PhD) •

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