

# Mktg 494: Pharmaceutical Economics MARKETING

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
- Marketing Research

