

## 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](#)

