

# Phad 496: Principles of Pharmaceutical Marketing

## PHARMACY ADMINISTRATION

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

- [Mktg 496: Principles of Pharmaceutical Marketing](#)

### 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

- [Clinical and Industrial Drug Development \(MS, PhD\)](#)
- [Industrial and Physical Pharmacy and Cosmetic Sciences \(MS, PhD\)](#)
- [Medicinal and Pharmaceutical Chemistry](#)
- [Natural Products Chemistry and Pharmacognosy \(MS, PhD\)](#)
- [Pharmaceutical Sciences](#)
- [Pharmaceutics and Drug Design \(MS, PhD\)](#)
- [Pharmacoeconomics/Pharmaceutical Economics \(MS, PhD\)](#)

