

# 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

• Marketing/Marketing Management, General

#### **Related Areas**

- International Marketing
- Marketing Research

