

# Phad 495: Techniques of Pharmaceutical Sales

To introduce various strategies and tactics available to those who represent the pharmaceutical industry to therapy decision makers. 2 Credits

Prerequisites

• Pre-Requisite: 24 Earned Hours

#### **Cross-listed Courses**

<u>Mktg 495: Techniques of Pharmaceutical Sales</u>

### Instruction Type(s)

Lecture: Lecture for Phad 495

## 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)

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