

## **Phad 783: Adv Pharmaceutical Mkting & Patient Beha** **Pharmacy Administration**

Doctoral seminar exploring the factors affecting acceptance, distribution, promotion, and economics of pharmaceutical marketing and the theoretical perspectives in understanding behavior in the medication use process.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for Phad 783

### **Subject Areas**

- [Pharmacy Administration and Pharmacy Policy and Regulatory Affairs \(MS, PhD\)](#)
- [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 \(MS, PhD\)](#)
- [Pharmacy \(PharmD - USA - PharmD, BS/BPharm - Canada\)](#)
- [Pharmacy, Pharmaceutical Sciences, and Administration, Other](#)

