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

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