

# Phad 496: Principles of Pharmaceutical Marketing

The nature and scope of the pharmaceutical industry, its marketing practices and environment.

3 Credits

### **Prerequisites**

• Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

- Lecture: Lecture for Phad 496
- Lecture: Web-based 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)