**Mktg 494: Pharmaceutical Economics**

**Marketing**

Pharmacoeconomics is the description and analysis of the costs of drug therapy to health-care systems and society. Pharmacoeconomic research identifies, measures, and compares the costs (i.e., resources consumed) and consequences of pharmaceutical products and services.

3 Credits

**Instruction Type(s)**
- Lecture: Lecture for Mktg 494

**Subject Areas**
- Marketing/Marketing Management, General

**Related Areas**
- International Marketing
- Marketing Research