Phad 496: Principles of Pharmaceutical Marketing

Pharmacy Administration

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

3 Credits

Prerequisites
- Pre-requisite: C minimum in Mktg 351 or C minimum in Phad 391
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)
- Lecture: 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
- Industrial and Physical Pharmacy and Cosmetic Sciences (MS, PhD)
- Medicinal and Pharmaceutical Chemistry
- Natural Products Chemistry and Pharmacognosy (MS, PhD)
- Pharmaceutical Sciences
- Pharmaceuticals and Drug Design (MS, PhD)
- Pharmacoeconomics/Pharmaceutical Economics (MS, PhD)