Phad 792: Drug Development and Marketing

**Pharmacy Administration**

Insight into the administrative procedures involved in the developing and marketing of new pharmaceuticals, from discovery through market approval, including both industrial and policy perspectives.

3 Credits

**Instruction Type(s)**
- Lecture: Lecture for Phad 792

**Subject Areas**
- Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)
- 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)
- Pharmacy (PharmD - USA - PharmD, BS/BPharm - Canada)
- Pharmacy, Pharmaceutical Sciences, and Administration, Other