

# Mktg 495: Techniques of Pharmaceutical Sales

To introduce various strategies and tactics available to those who represent the pharmaceutical industry to therapy decision makers. 2 Credits

#### **Prerequisites**

• Pre-Requisite: 24 Earned Hours

## **Cross-listed Courses**

• Phad 495: Techniques of Pharmaceutical Sales

## Instruction Type(s)

• Lecture: Lecture for Mktg 495

#### Subject Areas

• Marketing/Marketing Management, General

## **Related Areas**

- International Marketing
- Marketing Research

