

Mktg 495: Techniques of Pharmaceutical Sales MARKETING

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