

## **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](#)

