

# 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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

