

## 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](#)

