

Mktg 494: Pharmaceutical Economics

Pharmacoeconomics is the description and analysis of the costs of drug therapy to health-care systems and society. Pharmacoeconomic research identifies, measures, and compares the costs (i.e., resources consumed) and consequences of pharmaceutical products and services.

3 Credits

Prerequisites

Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Mktg 494

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.

