

## COURSE DETAIL

### ECONOMICS OF PHARMACEUTICAL AND MARKET PROMOTION

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

175

**UCEAP Course Suffix****UCEAP Official Title**

ECONOMICS OF PHARMACEUTICAL AND MARKET PROMOTION

**UCEAP Transcript Title**

ECON PHARM&MKT POMO

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course aims to help students understand the significance, theories, and research methods of pharmaceutical economics and its applications in pharmaceutical policies. It also introduces pharmaceutical market promotion strategies and key approaches. The course fosters logical reasoning, critical thinking, and analytical skills.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

PHPM110017

## Host Institution Course Title

ECONOMICS OF PHARMACEUTICAL AND MARKET PROMOTION

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

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