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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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