

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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