

Faculty of Pharmacy
Promotion and Drug Marketing

Information :

Course Code : PHP 422

Level : Undergraduate

Course Hours : 2.00- Hours

Department : Faculty of Pharmacy

Instructor Information :

Title	Name	Office hours
Lecturer	Essam Mahmoud Abdeltawab Shahib	2
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Description :

Study of the economical considerations related to marketing and distribution of pharmaceutical products. Budget preparation and analysis. Inventory techniques and merchandise turnover.