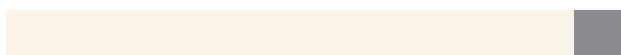




Pharmaceutical Marketing

1. The pharmaceutical industry is a highly competitive market. The main drivers of growth are population growth, aging, and increasing prevalence of chronic diseases. The industry is characterized by high R&D costs, long development cycles, and high barriers to entry. The market is dominated by a few large pharmaceutical companies, which are often vertically integrated. The industry is also characterized by high prices, which are often justified by the high R&D costs. The industry is facing increasing pressure from governments and payers to reduce costs. The industry is also facing increasing competition from generic drugs and biosimilars. The industry is also facing increasing competition from digital health and telemedicine. The industry is also facing increasing competition from emerging markets. The industry is also facing increasing competition from off-invention patents. The industry is also facing increasing competition from off-patent generics. The industry is also facing increasing competition from off-patent biosimilars. The industry is also facing increasing competition from off-patent generics. The industry is also facing increasing competition from off-patent biosimilars.

2. The pharmaceutical industry is a highly competitive market. The main drivers of growth are population growth, aging, and increasing prevalence of chronic diseases. The industry is characterized by high R&D costs, long development cycles, and high barriers to entry. The market is dominated by a few large pharmaceutical companies, which are often vertically integrated. The industry is also characterized by high prices, which are often justified by the high R&D costs. The industry is facing increasing pressure from governments and payers to reduce costs. The industry is also facing increasing competition from generic drugs and biosimilars. The industry is also facing increasing competition from digital health and telemedicine. The industry is also facing increasing competition from emerging markets. The industry is also facing increasing competition from off-invention patents. The industry is also facing increasing competition from off-patent generics. The industry is also facing increasing competition from off-patent biosimilars. The industry is also facing increasing competition from off-patent generics. The industry is also facing increasing competition from off-patent biosimilars.



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BPE: Board-preparatory elective
NBPE: Non board-preparatory elective

510. Advanced Human Gross Anatomy (3)
221 & 222

10

505. Applied Anatomy & Physiology I (3)

0

507. Applied Anatomy & Physiology II (3)

221, 222

510. Advanced Human Gross Anatomy (3)

0 & 0, 221 & 222.
10

514. Immune Response to Infectious Disease (3) F

4

505. Applied Anatomy & Physiology I (3)

0

507. Applied Anatomy & Physiology II (3)

221, 222

707. Pain Management (2) (BPE)

• **2.0** Explain the pathophysiology of pain and the role of the nurse in pain management. (2)

708. Self-Care/Counseling (2) (BPE)

• **2.0** Explain the role of the nurse in self-care and counseling. (2)

709. Drugs of Abuse (2)

• **2.0** Explain the role of the nurse in the management of drugs of abuse. (2)

710. Medical Terminology (1)

• **1.0** Explain the role of the nurse in medical terminology. (1)

711. Health Care and Missions (2) (NBPE)

• **2.0** Explain the role of the nurse in health care and missions. (2)

712. Oncology (2) (BPE)

• **2.0** Explain the role of the nurse in oncology. (2)

713. Critical Care (2) (BPE)

• **2.0** Explain the role of the nurse in critical care. (2)

716. Principles of Pharmaceutical Sciences (2)

• **2.0** Explain the role of the nurse in pharmaceutical sciences. (2)

717. Advanced Pain Management (2) (BPE)

• **2.0** Explain the role of the nurse in advanced pain management. (2)

718. Non-Prescription Drugs/Counseling (3)

• **3.0** Explain the role of the nurse in non-prescription drugs and counseling. (3)

719. Pharmacology Research (2) (P1ui0 0 0 1s 11e3go0 0 11ation/S

739. Clinical Laboratory Medicine (1)

740. Pharmacotherapy I (3)

741. Pharmacotherapy II (3)

744. Pharmacy Jurisprudence (2)

745. Medication Therapy Management (2) (BPE)

746. Introduction to Community Practice II (2)

748. Introduction to Institutional Pharmacy Practice II (2)

750. Pharmacotherapy III (3)

751. Pharmacotherapy IV (3)

752. Christian Faith and Pharmacy (2)

**753. Social and Behavioral Research Design I (2)
(NBPE)**

**754. Social and Behavioral Research Design II (2)
(NBPE)**



777. Pediatric Pharmacotherapy (2) (BPE)

Pharmacotherapy of pediatric patients is a complex task that requires a thorough understanding of the unique pharmacokinetics and pharmacodynamics of drugs in this population. This course covers the principles of drug therapy in children, including the selection of appropriate drugs, dosing, and monitoring. Topics include the management of common pediatric conditions such as asthma, epilepsy, and infectious diseases. The course also addresses the special considerations for drug therapy in neonates and infants.

778. Drug-Induced Diseases (2) (BPE)

Drug-induced diseases are a significant cause of morbidity and mortality. This course provides a comprehensive overview of the various types of drug-induced diseases, including allergic reactions, toxic effects, and organ damage. The course covers the mechanisms of drug-induced diseases and the clinical presentation of these conditions. Topics include the management of drug-induced liver disease, kidney disease, and hematologic disorders. The course also discusses the importance of patient education and counseling in the prevention of drug-induced diseases.

779. External Domestic Study Programs (1-4)

External Domestic Study Programs (EDSP) provide students with the opportunity to gain practical experience in a clinical setting. This course covers the requirements for EDSP, including the selection of a site, the development of a study plan, and the completion of a report. Topics include the management of patients, the use of clinical judgment, and the importance of teamwork and communication.

779PF. External Domestic Study Programs (Pass/Fail) As Needed

This course is a Pass/Fail version of the EDSP course, allowing students to complete the program at their own pace. The course covers the same topics as the EDSP course, including the selection of a site, the development of a study plan, and the completion of a report.

780. Study Abroad Programs (1-4)

Study Abroad Programs (SAP) provide students with the opportunity to gain international experience and exposure to different healthcare systems. This course covers the requirements for SAP, including the selection of a site, the development of a study plan, and the completion of a report. Topics include the management of patients, the use of clinical judgment, and the importance of teamwork and communication.

780PF. Study Abroad Programs (Pass/Fail) As Needed

This course is a Pass/Fail version of the SAP course, allowing students to complete the program at their own pace. The course covers the same topics as the SAP course, including the selection of a site, the development of a study plan, and the completion of a report.

781. Advanced Self-Care (2) (BPE)

Advanced Self-Care (ASC) is a course that focuses on the management of common self-care conditions. This course covers the principles of self-care, including the selection of appropriate products, the use of self-care techniques, and the importance of patient education and counseling. Topics include the management of common self-care conditions such as skin conditions, respiratory conditions, and musculoskeletal conditions. The course also discusses the importance of patient education and counseling in the management of self-care conditions.

782. Women's Health (2) (BPE)

Women's Health (WH) is a course that focuses on the unique healthcare needs of women. This course covers the principles of women's health, including the management of common conditions, the use of reproductive health services, and the importance of patient education and counseling. Topics include the management of common conditions such as menstrual disorders, reproductive health, and menopause. The course also discusses the importance of patient education and counseling in the management of women's health conditions.

783. Medical Mission Team Leadership (2) (NBPE)

Medical Mission Team Leadership (MML) is a course that focuses on the leadership skills required for medical mission teams. This course covers the principles of leadership, including the selection of team members, the development of a team plan, and the management of team dynamics. Topics include the management of team members, the use of clinical judgment, and the importance of teamwork and communication.

730H. Nutrition
730J. Psychiatry
730K. Geriatrics
730L. AIDS Care
730M. Emergency Medicine
730N. Surgery
730P. Transplant
730R. Institutional MTM
730S. Neurology
730U. Geriatric Team Practice
730V. Hospice/Palliative Care
730W. Long Term Care

740. Practice Management (4 each)

740A. Institutional Practice Management
740B. Community Practice Management
740D. Management Clinical Practice
740E. Pharmacy Association Management

750. Specialty Pharmacy Practice (4 each)

750A. Home Infusion
750C. Managed Care
750D. Sterile Products
750E. Pharmaceutical Industry/Medical Affairs
750F. Drug Information
750G. Medication Safety
750J. Pharmacy Compounding
750K. Nuclear Pharmacy Practice
750M. Specialty Pharmacy Practice
750N. Pharmacy Informatics
750P. Medical Missions
750R. Veterinary Pharmacy Practice
750S. Pharmacy Telemedicine

770. Pharmacy Research (4 each)

770A. Drug Design and Synthesis
770B. Pharmacology Research
770C. Pharmaceutics Research
770D. Pharmacy Administration
770E. Pedagogy