



Pharmaceutical Drug Detailing and Sales

Microcredential Program

Pharmaceutical sales can be a rewarding career path, but breaking into the industry can be challenging. If you're considering a career in pharmaceutical sales, stand out by earning a microcredential in Pharmaceutical Drug Detailing and Sales. This three-course program will provide you with the scientific, legal, and business essentials that you'll need. Course topics include pharmacology, drug formulation science, drug approval, regulatory compliance, safety standards, and more.

What is a Microcredential?

A microcredential is a small program in a focused area of study, providing an opportunity to enhance your marketability in the workplace. When completed, microcredentials provide a way to demonstrate acquisition and competence of specific skills, knowledge, or vocational training to meet employers' workforce needs.

When a student fulfills the requirements for a microcredential, they will receive a digital badge that can be shared with employers. Students may share their badge on their resume, LinkedIn profile, or professional portfolio. The microcredential is not posted on the U of A transcript.

What are the Requirements for the Pharmaceutical Drug Detailing and Sales Microcredential?

This is an 8-unit microcredential, comprised of the following three courses:

- ☒ PCOL 403 – Pharmaceutical Detailing Essentials: From Science to Sales (3 units – offered in spring)
- ☒ PCOL 310 – Drug Approval: the 3 Billion Dollar Bet (2 units – offered fall and spring)
- ☒ MKTG 308 – Personal Selling (3 units – offered in summer) OR
BNAD 303 – Marketing Principles, Concepts and Tools (3 units – offered fall/spring/summer)

- All three courses must be passed with a minimum grade of D in order to earn the microcredential.
- Microcredential courses may be double dipped with major or minor requirements.
- The microcredential is available to degree seeking and non-degree seeking students.

Next Steps

[Contact a College of Pharmacy advisor](#) to enroll in the Pharmaceutical Drug Detailing and Sales Microcredential Program, or do discuss whether the program is the right fit for you.