

Laporan Praktek Kerja Profesi Apoteker di Innogene Kalbiotech Periode 7 Januari - 1 Maret 2013

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Abstrak

Praktek Kerja Profesi Apoteker dilaksanakan di Innogene Kalbiotech. Kegiatan PKPA ini bertujuan agar mahasiswa profesi apoteker dapat memahami peran apoteker di industri yang bergerak di bidang farmasi, khususnya pada corporate commerce serta mengetahui peran apoteker dalam pengembangan produk dan bisnis baru. Tugas khusus yang diberikan berjudul Observasi Pemasaran Produk Targeted Therapy Theracim (Nimotuzumab) di Indonesia. Tugas khusus ini bertujuan untuk mengenal profil Theracim sebagai salah satu targeted therapy dan mengamati proses pemasarannya.

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Pharmacists Professional Practice implemented in Innogene Kalbiotech. PKPA activity is intended that students can see the direct profession pharmacists activity that takes place in the pharmaceutical industry, gaining knowledge and insight into everything related aspects in the pharmaceutical industry, especially in commerce corporate and determine the role of pharmacists in product development and new business. Special task given Observation Product Marketing Targeted Therapy Theracim (Nimotuzumab) in Indonesia. Special task aims to recognize Theracim profile as one of targeted therapy and observe the process of marketing.