

The Division of Drug Marketing, Advertising, and Communications (DDMAC) protects the public health by assuring prescription drug information is truthful, balanced, and accurately communicated. During the rotation, the student will interact with a variety of professionals within DDMAC, such as pharmacists, physicians, physician assistants, attorneys, social scientists, nurse practitioners, and nurses. We will, to the extent possible, tailor rotation objectives to the interest areas of the student. Depending upon his or her interest, the student may have the opportunity to:

- assist in reviewing professional and/or direct-to-consumer promotional materials submitted for advisory comment
- evaluate draft product labeling (package inserts) and attend labeling meetings with the Office of New Drugs
- research and evaluate industry complaints about prescription drug promotion.
- work with the trade name review group or the patient-related outcome claim evaluation group.

In addition, the student will be responsible for attending all rotation-related presentations and will be encouraged to explore various opportunities within the Food and Drug Administration. Upon completion of the rotation, the student should be familiar with sections of the Federal Food, Drug, and Cosmetic Act pertaining to prescription drug promotional labeling and advertisements and relevant DDMAC-related FDA Guidance documents. Finally, the student should understand how language in product labeling affects drug promotion, and how DDMAC collaborates with the Office of New Drugs.