

# Phad 579: Primary Data Techniques PHARMACY ADMINISTRATION

An overview of the primary research techniques used in executing research projects related to pharmaceutical marketing and/or pharmacy management. Included are sampling, instrument development, and data collection using several personal interview and self-administered survey techniques. Prerequisite requirements for this course may also be satisfied by consent of instructor.

#### 3 Credits

### **Prerequisites**

• Phad 688: Research Methodology and Techniques (Minimum grade: C)

## **Instruction Type(s)**

• Lecture: Lecture for Phad 579

## **Subject Areas**

• Pharmacy Administration and Pharmacy Policy and Regulatory Affairs (MS, PhD)

### **Related Areas**

- Clinical and Industrial Drug Development (MS, PhD)
- Industrial and Physical Pharmacy and Cosmetic Sciences (MS, PhD)
- Medicinal and Pharmaceutical Chemistry
- Natural Products Chemistry and Pharmacognosy (MS, PhD)
- Pharmaceutical Marketing and Management
- Pharmaceutical Sciences
- Pharmaceutics and Drug Design (MS, PhD)
- Pharmacoeconomics/Pharmaceutical Economics (MS, PhD)
- Pharmacy (PharmD USA PharmD, BS/BPharm Canada)
- Pharmacy, Pharmaceutical Sciences, and Administration, Other

