

# Phad 679: Primary Data Techniques

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 679

### **Subject Areas**

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

#### **Related Areas**

- <u>Clinical and Industrial Drug Development (MS, PhD)</u>
- 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

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