

## Phad 679: 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 679

### 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](#)

