THE UNIVERSITY of MISSISSIPPI

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