

PA7330 - Research Design in Public Affairs

[PA 7330](#) Research Design in Public Affairs (3 semester credit hours) This course reviews a variety of applied research techniques aimed at enhancing analysis of intra-organizational and extra-organizational settings. Both qualitative and quantitative techniques will be explored and applied. Techniques range from ethnographic analysis of organizational and social cultures to development of survey research methods for needs assessment, environmental sensing, and marketing. Prerequisite: [EPPS 6313](#) or equivalent or instructor consent required. (3-0) Y