

ADV 3500
Digital Insight (10058 / Sec. 0012)
Summer A 2019

Department of Advertising
College of Journalism and Communications
University of Florida

M – F Period 2 (9:30 AM – 10:45 AM) WM 0202

Instructor: Yoo Jin Chung

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Office: Weimer Hall G215F (Editing Room)

Office Hours: T & TH (11:00 AM-12:00 PM) or by appointment

Course Description

This course will acquaint students with knowledge and skills of doing research and generate insights in today's digital world. ADV 3500 will provide information for decision making to solve communication and persuasion problems and issues in different social and cultural contexts. Students will gain an understanding of the ecology of the digital world and culturally diverse society, as well as learn various research methods and analytics tools that could be applied to generate insights and facilitate decision making in such an environment.

Course Goals

The objectives for this course are to help you to:

- ✓ Understand various types of research and how they are used in advertising and marketing.
- ✓ Understand how to conduct qualitative and quantitative research and generate insights in the digital environment.
- ✓ Understand how to best communicate the analytics and research results to others.
- ✓ Understand today's digitalized and culturally diversified environment
- ✓ Understand the basic consumer/audience/data/media analytics.
- ✓ Understand the characteristics, value, and use of major digital marketing communications.
- ✓ Engage with other students and learn to work as a team through a group project scenario.
- ✓ Develop professional writing and presentation skills and prepare future career in related fields.

Recommended Textbook

Davis, Joel J. (2012), Advertising Research: Theory & Practice (2nd ed.), New Jersey: Pearson Education Inc. ISBN 10: 0-13-212832-9/ ISBN 13: 978-13-212832-9

Prerequisites

The prerequisites for ADV 3500 are 3JM ADV; STA 2023; minimum grades of C in ADV 3008 and MAR 3023.

Course Website

All announcements, assignments, and grades will be posted on Canvas, <http://elearning.ufl.edu>

It is **your responsibility** to check Canvas regularly.

Evaluations

Your evaluations in this course will be based on the following components:

Assignments	300 points	30%
1. Advertising Research	(30 points)	
2. Crosstab	(30 points)	
3. Social Media Tool	(30 points)	
4. Interview Guide Practice	(60 points)	
5. Content Analysis	(60 points)	
6. Qualtrics Practice	(30 points)	
7. Google Analytics	(60 points)	
Exams	200 points	20 %
• Exam 1	(100 points)	10%
• Exam 2	(100 points)	10%
Group Project	350 points	35 %
• Situation Analysis	(80 points)	
• Qualitative Research Proposal & Report	(100 points)	
• Quantitative Research Proposal & Report	(100 points)	
• Final Report	(70 points)	
Participation	50 points	5%
Attendance	100 points	10%
Total	1000 points	100%
(Extra Credits)	Max. 10 points	

Final letter grades will be assigned based on your final points total at the end of the semester.

Letter Grade	Percent scale (100%)	1000 scale (total points)
A	94-100%	940-1000 points
A-	90-93.9%	900-939 points
B+	87-89.9%	870-899 points
B	84-86.9%	840-869 points
B-	80-83.9%	800-839 points
C+	77-79.9%	770-799 points
C	74-76.9%	740-769 points

C-	70-73.9%	700-739 points
D+	67-69.9%	670-699 points
D	64-66.9%	640-669 points
D-	61-63.9%	600-639 points
E	Below	0-599 points

General course Policies

Absences

You are expected to come to every class. If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence.

Each student is allowed **ONLY TWO unexcused absences** for the semester without penalty to the final attendance point total. Unexcused absences beyond TWO absences will result in a loss of 5 points per absence and may directly affect the student's grade or failure of the class (four or more unexcused absences). Students are responsible for any information missing during an absence.

In order to receive an excused absence, you must notify that you will miss the class IN ADVANCE. Only certain (rare) emergency situations can be accepted without pre-arrangement. Explain why you will not be in class and provide a written documentation to verify your excuse before your intended absent day of the class or one class after you come back. Make sure to make extra copies of the documentation if you need it for your other classes.

Excused absence includes:

- Religious holidays (only the holiday)
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription, subpoena) The Student Health Center will provide you a specific kind of note that indicates their decisions regarding your necessity of absences.
- University competitive events (Athletes, Band members or other related students with documentation)

Situations that are NOT considered as excused absences – social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Assignments

All assignments need to be typed and submitted through Canvas. All assignments are due by 11:59 p.m. on the due date, otherwise stated differently.

LATE WORK POLICY:

Assignments are due at the specified dates and times. Any work that is turned in after the due will be considered late. **Late work will be assessed with a 10% penalty for each day it is late. No work will be accepted a week after it was originally due.**

E-mail policy

E-mail is the best way to contact me. I will generally return it within 24 hours of receiving it during weekdays, at least by Sunday night for the e-mails I received over the weekends. If you think the matter of your concern would be better discussed with in-person, feel free to come see me during office hours or schedule an alternative time with me.

Please include [ADV3500] in the title, to minimize the chance of being missed in my mail box.

Professional courtesy

As a courtesy to your instructor and to your classmates, please make sure that your cell phones and other electronic devices are turned OFF (no text messaging is allowed in this class). In-class laptop usage is restricted to note takings. (No Internet surfing, No emails, No SNSs). You will be announced ahead of time if the class requires a laptop use. Inappropriate and disturbing use of any electronic device will not be accepted.

Policy on scholastic dishonesty

The UF Conduct Code will be enforced at all times in this class:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code. On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The University of Florida holds its students to the highest standards, and we encourage students to read the University of Florida Student Honor Code and Student Conduct Code (Regulation 4.040), so they are aware of our standards. Any violation of the Student Honor Code will result in a referral the Student Conduct and Conflict Resolution and may result in academic sanctions and further student conduct action. The two greatest threats to the academic integrity of the University of Florida are cheating and plagiarism. Students should be aware of their faculty's policy on collaboration, should understand how to properly cite sources, and should not give nor receive an improper academic advantage in any manner through any medium.

The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Feel free to consult me if you have any questions or concerns regarding The Honor Code.

Students with disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Online course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

Students in this class are participating in a pilot evaluation of a new course evaluation system. The new evaluation system is designed to be more informative to instructors to that teaching effectiveness is enhanced and to be more seamlessly linked to UF's CANVAS learning management system. Please find more information at <https://gatorevals.ua.ufl.edu/for-students/>. Thank you for serving as a partner in this important effort.

Tentative nature of syllabus

Please understand the tentative nature of the syllabus. All dates and topics in this schedule are subject to change upon certain circumstances such as unexpected events, cancellations or guest speakers. Adjustments will be made to facilitate such potential circumstances and will be announced ahead of time.

COURSE SCHEDULE

Week 1

5/13 (M): Introduction to course

5/14 (T): Introduction to Research

5/15 (W): Introduction to Research / Secondary Research

5/16 (TR): Primary Research – Qualitative Research & Quantitative Research

Assignment 1: Advertising Research Due May 16 (TR), 11:59 p.m.

5/17 (F): Using Simmons & Reading Crosstab data

Assignment 2: Crosstab Due May 19 (S), 11:59 p.m.

Week 2

5/20 (M): Primary Research - Sampling

5/21 (T): Secondary Research Databases

5/22 (W): Qualitative Research / Focus Group

5/23 (TR): Focus Group

5/24 (F): In-depth Interview

Assignment 3: Social Media Tools Due May 24 (F) 11:59 p.m.

Week 3

5/27 (M): No Class – Memorial Day

5/28 (T): In-depth Interview / Developing Questions

Situation Analysis Due May 28, (T) 11:59 p.m.

5/29 (W): Situation Analysis Presentation

5/30 (TR): Understanding Consumers

5/31 (F): Exam 1 Review

Qualitative Research Proposal Due May 30 (TR) 11:59 p.m.

Assignment 4: Interview Guide Due May 30 (TR) 11:59 p.m.

Week 4

6/3 (M): Exam 1

6/4 (T): Content Analysis

6/5 (W): Primary Research – Quantitative Research/Survey

6/6 (TR): Survey

Assignment 5: Content Analysis Due June 6, (TR) 11:59 p.m.

6/7 (F): Qualtrics Training

Assignment 6: Qualtrics Due June 9 (S) 11:59 p.m.

Week 5

6/10 (M): Experiment

6/11 (T): Quantitative Data Analysis

Quantitative Research Proposal (Questionnaire) Due

6/12 (W): Digital Marketing & Analytics/ Social media Tools

6/13 (TR): Group meetings with Instructor

6/14 (F): Exam 2 review

Week 6

6/17 (M): Exam 2

6/18 (T): Group meetings with Instructor

6/19 (W): Group Work Day

6/20 (TR): Final Group Presentation

6/21 (F): End of Class – Final Group Presentation

Assignment 7: Google Analytics Due June 21 (F) 11:59 p.m.

Final Report Due June 21 (F) 11:59 p.m.

**! All dates and topics in this schedule are subject to change
upon certain circumstances !**