

ADVERTISING RESEARCH

ADV 3500-1B74 Spring 2016

Dr. Lu Zheng
Department of Advertising
University of Florida

Time: T: Period 8 (3 p.m. to 3:50 p.m.)
R: Period 7-8 (1:55 p.m. to 3:50 p.m.)
Location: Weimer 1070

E-mail: lzheng@jou.ufl.edu

Office Hours: Wednesday 2 p.m. to 4 p.m. or by appointment

Telephone: 392-0453

Office: 2080 Weimer

Recommended Textbooks:

Mass Media Research: An Introduction by Roger D. Wimmer & Joseph R. Dominick

Advertising Research: Theory & Practice by Joel J. Davis

Required Equipment:

A scientific calculator-It must multiply, divide, add, subtract. (You are not allowed to use your cellphone to calculate media math for quizzes and exams).

Course Description

This course is designed to introduce students to basic scientific methodologies used in advertising and mass communication research. Students will learn the skills and concepts necessary to conduct primary and secondary research in advertising and mass communication. This course will provide knowledge and tools for solving problems in the decision-making process of media, creative and management. Students complete a series of research assignments to reinforce the concepts and skills discussed and covered in class.

Course Goals:

Students learn skills and concepts necessary to conduct primary and secondary research in advertising and mass communication.

Objectives: Expected Learning Outcomes

Upon completion of the course, students will:

1. Understand research jargons and terminologies used in advertising and mass communication.
2. Know where to find pertinent information from secondary research databases and how to read and interpret research data.
3. Grasp basic types of research methodologies and how they are employed in advertising and mass communication.
4. Gain hands-on experience in the creation and execution of various research techniques such as survey, focus group and experiment.
5. Learn to conduct research of a topic of interest as an individual and as a team member.
6. Prepare a comprehensive research paper.

GRADING (NOT NEGOTIABLE)

Grades will be calculated according to the following weights.

Assignments & Quizzes	15%
Individual presentations	10%
Test I	15%
Test II	15%

Test III	15%
Research Paper	25%
Group presentation	5%
Total	100%

Note: There is ZERO tolerance of cheating. Cheating in any of the exams/tests or quizzes will result in an E for your final grade of this course.

PREREQUISITES

Minimum grades of C in ADV 3008, STA 2023 MAR 3023and MMC 2100.

ATTENDANCE

Attendance will be taken regularly. Two or more unauthorized absences will lower your final grade by one letter grade. Should medical/family emergencies arise preventing you from attending the class, you need to notify me beforehand and provide acceptable supporting documentations. Unexpected absences will result in an **E** for any tests administered or assignments due during the class missed. **No make-up exams and quizzes** will be given UNLESS you have a documented medical emergency or other exceptional circumstances.

AMERICANS WITH DISABILITIES STATEMENT

I want all students to participate fully in this class. However, your assistance is needed. If you have a disability or condition that compromises your ability to complete the requirements of this course, you must first register with the Dean of Student Office. The Dean of Student Office will provide documentation to the student who must then provide me with documentation when requesting accommodation.

DIVERSITY STATEMENT

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

ACADEMIC DISHONESTY

Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”*

Tentative Topics, Dates, Readings

T – Jan 5	Introduction to Course/Getting to Know Each Other
R – Jan 7	The Nature, Purpose and Process of Research
T – Jan 12	Primary Research Overview
R – Jan 14	Job Hunting & Rotation in Advertising Industry
T – Jan 19	Secondary Research Databases (SRDS, AdSpender, MRI, Simmons)

R – Jan 21	How to Read and Interpret Research Data Class Exercises
T – Jan 26	Exam Review Day
R – Jan 28	Exam I
T – Feb 2	Survey Research I
R – Feb 4	Survey Research II Qualtrics & MTurk
T – Feb 9	Interview & Focus Group
R – Feb 11	Data Collection Quantitative Data Analysis (SPSS I Descriptive)
T – Feb 16	Exam Review Day
R – Feb 18	Exam II
T – Feb 23	Quantitative Data Analysis (SPSS II Inferential)
R – Feb 25	Lab Exercises
T – Mar 1	No Class – Spring Break
R – Mar 3	No Class – Spring Break
T – Mar 8	Experiment
R – Mar 10	Internet Marketing Research
T- Mar 15	Research Paper Overview Literature Review
R- Mar 17	Exam Review Day
R- Mar 22	EXAM III
Mar 23- Apr 12	Working on Research Project
Apr 13	Research Paper Due at 5pm
R-Apr 14	Group Presentations

*The schedule indicates **approximate** dates/readings. **Students are responsible for schedule changes announced in class and/or extra readings that may be assigned and I reserve the right to change things as the course develops.**