

# ADV 6505

## advertising research methods

Fall 2016

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Office hours: M 3-4, W 3-4; No appointments on Fridays.

### course description

This course introduces students to the methods most commonly used in scholarly and professional research in advertising, including secondary, qualitative, survey, and test markets. It will provide students with a basic understanding of the research process with emphasis on problem identification, appropriate method selection, including strengths and weaknesses of alternative methods, and planning and executing research. The course will introduce students to the relationships among theory and research.

Research Methods in Advertising is designed to provide students a primer on designing and executing a research project from problem identification through data collection. Additional courses will be required to gain the knowledge necessary for statistical data analysis, as well as advanced methodology.

### instructional approach

The format of this course is largely lecture with active discussion/participation and a take home exam. Therefore, students are expected to come to class prepared to actively participate in class discussions. An important aspect of this course is that students think critically and learn actively and independently.

### course requirements

Readings, class attendance, participation, quizzes, and exams.

### basis of course grade

Class participation/attendance/ In class assignments	10%
Quizzes	60%
Final Take-home Exam	30%

### grading scale

95-100	A
90-94.99	A -
87-89.99	B+
83-86.99	B
80-82.99	B-
78-79.99	C+
73-77.99	C
70-72.99	C-
68-69.99	D+
63-67.99	D
60-62.99	D-
Below a 60	E

## **elearning (also referred to as Canvas)**

Most of the course materials will be posted on Canvas [www.lss.at.ufl.edu](http://www.lss.at.ufl.edu). Click on the button to enter elearning on the left-hand side of the screen. Also you may want to bookmark <http://libguides.uflib.ufl.edu/advertising>. It is the special gateway to advertising-specific resources in the library.

### *powerpoint note shells*

There will be **note shells** in powerpoint ONLY on Canvas in the files folder. If you don't have powerpoint on your computer, then you will have to use a computer lab on campus to access them and print them (or convert them to a file that you can use on your computer) OR go to <http://news.it.ufl.edu/education/free-microsoft-office-for-students/> for free Microsoft Office. Please note the following about these shells: 1.) Copyrighted materials that I DON'T have permission to distribute are not in these. Thus, you may see a graphic or a visual in lecture that is not and cannot be a part of your notes. 2.) These notes **ARE NOT COMPLETE**. I delete parts of them to force at least some writing/taking of notes on your part. Learning theories show that you remember materials better when you see, hear, and write it down rather than just sitting back and listening in class.

### *online lectures*

There will be some lectures online in files in a folder named "Full Lectures." You are to view these, take notes, and come to class ready to ask any questions you have from these. Please mark the slide number where you had a question. I do this so that we can have more interaction in class, and I have time to work with and guide you on your research project and other in-class exercises.

## **class participation, attendance, in-class discussion**

Your presence and contribution are important, and they are required for a successful class. Therefore, you will be graded for both attendance and active class participation (meaning you speak in class). If you don't ever speak up in class and/or are not prepared for discussions, then you will not receive much credit for this section. If I catch you texting, checking email/Facebook, or any other activity other than taking notes in class, you will lose 2% on your final grade for each time this happens. Each day class participation, when applicable, will be graded as: 2 = active speaking and contribution, 1 = limited speaking/contribution, 0 = did not speak.

If you are ill or have another excusable type of absence (court appearance, medical emergency, religious holiday, conference presentations), you need to notify me, preferably before class, in order for it to be excused. Things that aren't excused are holiday travel, meetings for other classes, sporting events, social engagements and the like. More than one unexcused absence will result in the loss of a full letter grade from your final grade for each unexcused absence.

As you know by now, graduate school requires a lot of reading and class preparation. Please don't waste your valuable time and money by not coming to class prepared. This is your opportunity to critically engage with the course material! I know some people are shy and English is not everyone's first language, but this should not prevent you from participating.

Student who either have less than 50% for class participation or who miss (or get a 0) on more than one in-class discussion write up will not be eligible for any kind of curve to their grade at the end of the semester. Your grade will be your raw percentage score.

### **in-class discussion**

These will be "assignments" that you need to read and write up the assignment PRIOR to class. We will be discussing the assignment in class, and you will hand in your TYPED write up. You won't be graded in terms of right or wrong answers but in terms of the quantity and/or quality of the write up discussion. Make sure you have this printed and ready to hand in class or else it will be late. Grading will be 2 = excellent, 1 = some errors or other issues, 0 = did not due or poor quality/major errors/numerous errors.

## quizzes

This class is a lot of information and much of it builds on previous weeks. After reading a great book about how students are most successful and remember material the best, I will be giving you smaller-scale quizzes throughout the semester to test your understanding of the materials. These will be combinations of multiple choice and short answer. The amount of time for each will be dependent on the number of questions asked and we will go over this (the amount of time and number of questions) the week before the quiz. In most cases, you will be able to use your notes for a small amount of time but you must study and know the information. The notes portion will only be long enough to look up an answer or two.

## final take home

Rather than work on a research paper, you are going to show me that you can apply what you've learned in here to a variety of situations. Thus, you will have approximately two weeks to complete a take-home exam at the end of the semester. This exam will test your ability to apply what you've learned throughout the semester to real-world advertising problems. You MAY NOT work with others on this exam. And because it is open book/resource, I will not answer questions unless you don't understand the question. In other words, I will not help you.

**late paper policy:** You will lose one letter grade for each day it is late. If it is an in-class assignment, you will simply receive a 0 for that day's participation

**missed quiz/exam policy:** You will be allowed to make up exams at the instructor's convenience IF you had an excused absence and you notified the instructor in advance.

**other grading factors:** Disruptive or argumentative behavior may result in a lower grade.

## texts

*The Practice of Social Research*, most current edition by Earl Babbie  
Additional readings will be available on elearning or handed out in class.

## plagiarism and academic dishonesty

It is YOUR responsibility to make certain you understand what constitutes plagiarism and to ensure that you give proper credit anytime you draw on someone else's writing. I urge you NOT to rely on what you think you learned about plagiarism in high school or the standards allowed/required in your undergraduate classes or non-UF graduate programs. If you're not certain you understand what's acceptable and what isn't, check out these websites:

<http://www.indiana.edu/~wts/wts/plagiarism.html>,

<http://www.sja.ucdavis.edu/sja/plagiarism.html>

If you read these materials and still aren't certain what's acceptable, ASK ME! Do not assume that any other student or professor can tell you what will be acceptable in my class. There is no penalty for asking questions, but there ARE penalties for failing to credit someone else's work properly because you didn't ask questions.

Be especially careful about the use of information you find on the Internet. It is all too easy to copy and paste background information into your papers, but unless you enclose such information in quotation marks and clearly cite the website from which it came, this constitutes plagiarism. Even if you paraphrase, you must include a clear reference to any written materials on which you've drawn.

Be aware that if I suspect, for whatever reason, that material in one of your papers is plagiarized, I can submit the paper to a web-based plagiarism checking program. Relatively minor and clearly unintentional instances of plagiarism will result in your being required to re-write the paper and receiving a failing grade on that paper. More extensive plagiarism, even if unintended, and ANY instance I believe represents an intentional attempt to pass off someone else's work as your own will result in a failing the course and possibly be dismissed from the program (that will be up to the graduate committee).

I have had issues with plagiarism in previous classes. I will not tolerate it. Other professors may choose to “work with you” by having you re-write the paper. I do not do this, so don’t expect it if you’re caught.

**students with special challenges**

Students affected by such challenges and requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the professor when requesting accommodation. Accommodations aren’t made “after the fact,” meaning if you do poorly on an exam and then bring in a letter from the Dean of Students the contents of that letter go in effect the day I receive it. This is university policy.

the syllabus may change during the semester. you will be given notice of any changes.

topics with \*\* are online lectures.

<b>Date</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments due</b>
Aug 25	Course introduction, Research process	Babbie: Chp 1; pp. 43-59; Davis: 18-25 (on Canvas)	
Sep 1	Research process finished Ethics	Babbie Chp. 3, "Advertising Research Ethics and Kids"(on Canvas)	
Sep 8	Research Design	Babbie: Chp. 4	In-class exercise (research process) due
Sep 15	Quiz 1 on Research Process and Ethics  Conceptualization and Measurement	Babbie: Chp. 5	<b>Quiz 1 on Research Process and Ethics</b>
Sep 22	Comparative and non-comparative scaling Sampling	Babbie: pp. 175-184 (Babbie will talk about things we won't and vice versa) Babbie: Chp. 7	In class exercise (research design)
Sep 29	Quiz 2 on Research Design & Conceptualization/Measurement  Sampling Observation research	Readings on SAKAI: "Read the face to get inside consumers' minds"; "Bio-sensory metrics can deliver advertising insights"; "One to one insight case"; "Mindsign"; "Eye tracking"	<b>Quiz 2 on Research Design &amp; Conceptualization/Measurement</b>
Oct 6	Observation research finished Content analysis	Babbie: 330-331 (in Chp. 11)	
Oct 13	Quiz 3 on Comparative and non-comparative scaling and Sampling  Finish content analysis Survey research	Babbie: Chp. 9	<b>Quiz 3 on Comparative and non-comparative scaling and Sampling</b>
Oct 20	Survey research finished Experiments	Babbie: Chp. 8	In-class exercise (survey) due

<b>Date</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments due</b>
Oct 27	Quiz 4 on Observation research, content analysis, and surveys Experiments finished Qualitative Reserch		<b>Quiz 4 on Observation research, content analysis, and surveys</b>
Nov 3	Finish qualitative research <b>**Qualitative Analysis**</b>	Babbie: 292-303; 314 to end; “Focus-group interivew and data analysis”; “Analyzing theme park visitors” <a href="http://www.marketingresearch.org/node/12310">http://www.marketingresearch.org/node/12310</a> Watch Qualitative Analysis on Canvas before class.	In-class qualitative analysis due
Nov 10	Quiz 5 on Experiments, qualitative research & qualitative analysis Segmentation	Read: “Finding the Right Lifestyle Group”; “Making Market Segmentation Work”	<b>Quiz 5 on Experiments, qualitative research &amp; qualitative analysis</b>
Nov 17	Copy & concept testing Audience research	Read: “Mapes and Ross...”	
Nov 24	NO CLASS--THANKSGIVING HOLIDAY		
Dec 1	Quiz 6 on segmentation, copy & concept testing, audience research		<b>Quiz 6 on segmentation, copy &amp; concept testing, audience research</b>
Dec 8	FINAL TAKE HOME EXAM DUE ON CANVAS BY 2 PM. NO EXTENSIONS.		