

ADV 3500
Advertising Research (Sec. 1B74)
Spring 2018

Department of Advertising
College of Journalism and Communications
University of Florida

T 8 (3:00 – 3:50 p.m.) & TR 7-8(1:55 – 3:50) Weil 0238

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Office: Weimer Hall G038

Office Hours: T (2:00-3:00 p.m.) & TR (12:50 – 1:40 p.m.) or by appointment

Course Description

Welcome to Advertising Research class! This course is designed to acquaint students with the ability to evaluate and analyze of information for advertising decisions. The course is intended to put an emphasis on understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies and analyzing data.

Course Goals

The objectives for this course includes:

- ✓ To help in understanding various types of research and how they are used in advertising and marketing practice.
- ✓ To get familiar with secondary research tools and information
- ✓ To gain hand-on experience in the designing and executing various research techniques using in-depth interview, observation, and survey methods.
- ✓ To engage with other students and learn to work as a team through a group project and collaborative works.
- ✓ To further 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, MAR 3023 and MMC 2100.

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	250 points	25%
1. Research Essay	(30 points)	
2. Secondary Data Report	(30 points)	
3. Crosstab	(30 points)	
4. In-depth Interview	(100 points)	
5. Qualtrics	(60 points)	
Tests	300 points	30 %
• Test 1	(100 points)	10%
• Test 2	(100 points)	10%
• Test 3	(100 points)	10%
Group Project	350 points	35 %
• Situation Analysis	(70 points)	
• Qualitative Research Proposal	(40 points)	
• Quantitative Research Proposal	(40 points)	
• Final Report	(200 points)	
Participation	50 points	5%
Attendance	50 points	5%
Total	1000 points	100%
(Extra Credit)		

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%	934-1000 points
A-	90-93.9%	900-933 points
B+	87-89.9%	867-899 points
B	84-86.9%	834-866 points
B-	80-83.9%	800-833 points
C+	77-79.9%	767-799 points
C	74-76.9%	734-766 points
C-	70-73.9%	700-733 points
D+	66-69.9%	667-699 points
D	64-66.9%	634-666 points
D-	60-63.9%	600-633 points
E	Below	0-599 points

Assignments

There will be two big assignments and four small assignments. Each assignment are designed to give opportunities to practice skills to design and

create your final group project. Detailed information for each assignment is available on Canvas.

Qualitative research report and quantitative research project is a group project that will add up to your final group project. Four small assignments will be an individual project, but you are welcomed to help each other since it requires skills needed for final group project as well.

Tests

There will be three tests through the semester. Each tests will be consist of multiple questions, true/false questions, and short essay type questions. You will be required to use fill out scantron sheet for all types of questions except short essay questions. If you need special accommodation for taking tests, please come and talk to me during the first week of the class.

Final Group Project & Presentation

As a group, you will be asked to develop a research project that recommends advertising strategy planning based on the findings from your research on secondary data, primary research data—both from qualitative and quantitative research. You will be required to use knowledge and concepts discussed in class learned from readings, lectures and assignments.

Teams will make a final presentation to the class to report their findings and recommendations at the end of the semester. Teams are required to present your final report in a professional way. The final report should be easy to read, visually appealing, and executed professionally.

Participations

For the success of group activities, each team member's dedication and contribution are important. Your participation score will be graded based on your team member's peer evaluation. Your individual grade for the final project is subject to adjustments according to your peer evaluation.

Extra Credit

There will be several extra credit opportunities available throughout the semester.

Some extra credit opportunities require participation that goes beyond regular class time and in such cases, the announcement will be made in advance for you to make any necessary arrangements.

Most of your extra credit can be earned by participating one of the research projects through CJC's SONA system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and check regularly. You should NOT wait until the last minute to sign up and look for participation because research projects are limited, especially by the end of the semester. Please see this video <https://youtu.be/1OnT2ZU6QQ> for how to set up your SONA account. If you

have any questions, please contact the CJC SONA administrator at uf-cj-sonasystems@jou.ufl.edu.

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 12.5 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 your come back. Make sure to make extra copies of the documentation if you need it for your other classes.

Excused absence include:

- Religious holidays (only the holiday)
- Documented, dated, necessary medical excuse of official documented legal excuse (a dated doctor's note or prescription) 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.

Assignments

All assignments are to be typed and submitted through Canvas. All assignments are due by the beginning of class on the due date, otherwise stated differently.

LATE WORK POLICY:

Assignments are due at the beginning of class. Any work that is turned in after that is considered late. Late work is assessed a 10% penalty for each day it is late. No work is 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 or by Monday evening for the e-mails I received on the weekend. If you think the matter of your concern would be better discussed with in-person, come see me during office hours or schedule an alternative time.

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:

“UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the 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 Honor Code (<http://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.” Feel free to consult me if you have any questions or concerns.

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.

Religious holy days

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.

Online course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>.

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.

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

1/9 (T): Introduction to course/Introduction to Advertising research

1/11 (TH): Introduction to Advertising Research

STUDENT SURVEY DUE

Week 2

1/16 (T): Secondary Research

A#1 DUE

1/18 (TH): Secondary Research/Secondary Research databases – April Hines

Team formation

Week 3

1/23 (T): Using Simmons & Reading Crosstab data

A#2 DUE

1/25 (TH): Crosstab data/SA overview/Test 1 Review

Group Project Brand Selection DUE

Week 4

1/30 (T): **TEST 1** (Ch. 1 to Ch. 8)

2/1 (TH): Group work on Situation Analysis

A#3 DUE

Week 5

2/6 (T): Primary Research – Qualitative Research Overview

SITUATION ANALYSIS DUE

2/8 (TH): In-depth Interview

Week 6

2/13 (T): In-depth Interview

2/15 (TH): Focus Group

Week 7 :

2/20 (T): Focus Group /Observation

2/22 (TH): Observation/Test 2 review

Week 8 :

2/27 (T): TEST 2 (Ch. 9 to Ch. 13)

3/1 (TH): Qualitative Data Analysis

Week 9 Spring Break :

3/6 (T): No Class

3/8 (TH): No Class

Week 10 :

3/13 (T): Primary Research – Quantitative Research /Survey

A#4 DUE (IN-DEPTH INTERVIEW)

QUALITATIVE RESEARCH PROJECT PROPOSAL DUE

3/15 (TH): Survey

Week 11 :

3/20 (T): Survey Data Analysis & Reporting

3/22 (TH): Qualtrics Training

Week 12 :

3/27 (T): Experiment

3/29 (TH): Experiment

A#5 DUE (QUALTRICS)

Week 13 :

4/3 (T): Catching up with Survey & Experiment

4/5 (TH): Test 3 Review

QUANTITATIVE RESEARCH PROJECT PROPOSAL DUE

Week 14 :

4/10 (T): TEST 3 (Ch. 14 – 25)

4/12 (TH): Group meetings with instructor for Final Project

Week 15 :

4/17 (T): Group Work day

4/19 (TH): Final Group Presentations

Week 16 Last week

4/24 (T): Final Group Presentations / Class wrap-up

FINAL GROUP PROJECT REPORT DUE