

Advertising Research

ADV 3500, section 1C54

Class Meetings: Mon. 1:55 - 3:50pm (P7/8) & Wed. 1:55 - 2:45pm (P7)

Location: MAEB 0234

Spring 2018

Instructor

Brittani Sahm, bsahm3@ufl.edu

*I will respond to your emails within 24 hours of it being sent, except on weekends.

Office: 2034 Weimer Hall (in Graduate Division section)

Office Hours: TBD

Course Description

This course will acquaint students with research methods used in the advertising and marketing fields. ADV 3500 will provide information for solving problems in the decision-making process of media, creative, and management. Students will learn the basic fundamentals of secondary and primary research this semester.

Learning Objectives

1. To help in understanding various types of research and how they are used in advertising and marketing.
2. To know where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus.
3. To gain hands-on experience in the creation and execution of various research techniques, such as in-depth interview, observation, and survey.
4. To engage with other students and learn to work as a team through a group project scenario.
5. To further develop professional writing skills and prepare you to succeed in future advertising endeavors, including participation in the capstone course in your sequence: Campaigns.

Required Text

Jugenheimer, Donald W., Larry D. Kelley, Jerry Hudson and Samuel D. Bradley (2014), *Advertising and Public Relations Research (2nd ed.)*, New York: M.E. Sharpe.

Prerequisites

The prerequisites for ADV 3500 are 3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023, and MMC 2100.

Class Attendance and Make-Up Policy

With this course featuring several in-class activities, as well as quizzes, presentations, and other participation requirements, please minimize your unexcused absences. We all run into last-minute issues - **you will be allowed three unexcused absences for the entire semester** (attendance will be taken each class). Each unexcused absence after the third will result in a 10% reduction in your participation grade (i.e. if you miss 4 classes, your participation grade can be no higher than 90%).

Requirements for excused absences, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Preparation for Deadlines

Advertising is a fast-paced industry with strict deadlines. The College attempts to prepare you for this environment through the implementation of strict deadlines for course assignments. In order to accommodate for failure of notification for an excused deadline extension, assignments will be accepted up to 48 hours after the deadline with a 10% automatic grade deduction for every 24 hours of lateness (i.e. submitted within hours 1 through 24 after listed deadline will result in a 10% deduction). After the 48-hour grace period, no credit will be awarded except with approval.

Classroom Expectations

Tardiness

Class will start promptly at 1:55 PM every class - please be on time. If you are tardy more than 20 minutes or leave more than 20 minutes early (without prior permission or notification), you will lose credit for half of that class.

Electronics

Turn off all cell phones before class begins. Please restrict laptop and tablet use to note-taking and other class-related activities. **If I notice you are using these devices for non-classroom related activities, these behaviors will be noted and participation points will be deducted from your overall grade.** You will not be notified of these deductions, but you are free to inquire about your participation grade at any point throughout the semester. If technology use becomes a distraction, I will address the issue directly with students outside of class.

Food and Drinks

Food and drinks are allowed, so long as you are not disruptive to the class, and you do not make a mess.

Students Requiring Accommodations

Students with disabilities requiring 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.

Assignments

	Total Points	Percent of Grade
Current Events (*2)	100	10%
Quizzes (*4)	300	30%
Project #1 (Secondary)	100	10%
Project #2 (Qualitative)	100	10%
Project #3 (Quantitative)	100	10%
Final Combined Project	<u>200</u>	20%
• Write-up	150	
• Presentation	30	
• Group Evals	20	
Participation	100	10%
TOTAL	1000	100%

Assignments will be explained in more detail as the topics are covered in class. Each assignment description (excluding quizzes and participation) will include a rubric outlining the expectations and point breakdown that will be used to score the submission. These will be distributed both verbally and in Canvas. This course is meant to serve as an introduction to research methods, and it is anticipated that questions will arise when completing the assignments. **Therefore, it is highly recommended that students read the rubric as soon as they are available and address any questions**

or concerns pertaining to the assignment requirements well in advance of the deadline. I cannot guarantee I will be available for immediate response at the time assignments are due, so please plan to communicate with me ahead of time.

Grading Scale (in percentage)

A	100-93.0	A-	92.9-89.0	B+	88.9-86.0	B	85.9-82.0	B-	81.9-79.0
C+	78.9-76.0	C	75.9-72.0	C-	71.9-69.0	D	68.9-60.0	E	< 60.0

University Policy on Academic Misconduct

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 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. The Honor Code can be found at:

<https://catalog.ufl.edu/ugrad/1516/advising/info/student-honor-code.aspx>

UMatter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

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. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

TENTATIVE SCHEDULE

* The instructor reserves the right to alter or change anything listed in this syllabus as she sees fit for the course.

Week	Date	Topic	Assignments
1	M, 1/8	Introduction and Syllabus	
	W, 1/10	Introduction to ADV Research	Chap. 1,2
2	M, 1/15	MLK DAY, NO CLASS	
	W, 1/17	Introduction to ADV Research	Chap. 3,4
3	M, 1/22	Secondary Research - Part I	Chap. 5,6,7,8
	W, 1/24	Secondary Research - Part II	Chap. 5,6,7,8
4	M, 1/29	Guest speaker - Library resources Team Formation, Project Discussion	QUIZ #1
	W, 1/31	Special Topics: TBD	
5	M, 2/5	Interviews & Focus Groups	Chap. 10,12
	W, 2/7	Qualitative - Content Analysis	Chap. 9,11 Current Event #1 DUE
6	M, 2/12	Qualitative Analysis	Chap. 13,14
	W, 2/14	In-Class Group Work	
7	M, 2/19	Theme Development Workshop	Chap. 15 P#1 DUE
	W, 2/21	Special Topics: TBD	
8	M, 2/26	Survey Research	Chap. 16,23 QUIZ #2
	W, 2/28	Measurement and Collection - Part I	Chap. 17,18,19
9	M, 3/5	SPRING BREAK, NO CLASS	
	W, 3/7	SPRING BREAK, NO CLASS	

10	M, 3/12	Measurement and Collection - Part II	Chap. 20,21,22
	W, 3/14	Online Survey Workshop	P#2 DUE
11	M, 3/19	Experimental Research	Chap. 24-27 QUIZ #3
	W, 3/21	Experimental Research	Chap. 24-27
12	M, 3/26	Handling Data	Chap. 29,30,31
	W, 3/28	Special Topics: TBD	
13	M, 4/2	Statistics and Analytics Tools	Chap. 32,33
	W, 4/4	In-Class Group Work	
14	M, 4/9	Report Writing Workshop	Chap. 36 P#3 DUE
	W, 4/11	Application and Ethics	
15	M, 4/16	Meetings with Instructor	QUIZ #4
	W, 4/18	Meetings with Instructor	Current Event #2 DUE
156	M, 4/23	Final Project Presentations	
	W, 4/25	Final Project Presentations	FINAL PROJECT DUE