Digital Insights
ADV 3500 Section 1A41
Time: Tuesday 11:45 am to 1:40 pm & Thursday 11:45 am to 12:35 pm
Location: Weimer Hall 1076
Fall 2018

Instructor

Dr. Huan Chen
huanchen@jou.ufl.edu
392-0447
2074 Weimer Hall
Office Hours: T/TH 10:30 am to 11:30 am

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 analytic tools that could be applied to generate insights and facilitate decision making in such an environment.

Course Learning Objectives

After taking this course, you should be able to:

- Understand today’s digitalized and culturally diversified environment
- Understand various types of research and how they are used in advertising and marketing.
- Understand where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus
- Understand the basic consumer/audience/data/media analytics
- Understand the characteristics, value, and use of major digital marketing communications
- 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
- To engage with other students and learn to work as a team through a group project scenario.
- To further develop professional writing skills and prepare you to succeed in future advertising endeavors, including the participation in the capstone course in your
sequence: Campaigns.

**Recommended Text**


**Prerequisites**

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

**Tentative Schedule** (subject to change with adequate notice to participants)

**Week 1**

8/24  
Doing Research in a Digitalized and Culturally Diversified World  
Ch 1

**Week 2**

8/28  
Introduction to Advertising Research  
Ch 2&Ch 4  
A#1 DUE

8/30  
Secondary Research  
Ch5, Ch 7 & Ch8  
Team formation  
Brand of group project DUE

**Week 3**

9/4  
Guest lecture on databases  
Secondary Research  
Ch 6  
A#2 DUE

9/6  
Test 1 Review
**Week 4**

9/11
Test 1 (Ch 1 to Ch 8)
Crosstab

9/13
Simmons

**Week 5**

9/18
Simmons

9/20
Guest Lecture on Digital Analytics
A#3 DUE

**Week 6**

9/25
Primary research – Qualitative research
In-depth interview
Ch 9 & Ch 12
SA DUE

9/27
No Class/Conducting in-depth interview

**Week 7**

10/2
Focus group
Ch 10 & 13
A#4 DUE

10/4
Test 2 Review

**Week 8**

10/9
Test 2 (Ch 9 to Ch 15)
Observation
10/11
Guest Lecture on Digital Marketing

**Week 9**

10/16
Qualitative data analysis
Handling qualitative findings
Ch 14 & 15
A#5 DUE

10/18
Primary research – Quantitative Research
Experiment
Ch 17 & Ch 24

**Week 10**

10/23
Primary research – Quantitative Research
Experiment
Ch 17 & Ch 24
Qualitative Research Proposal DUE

10/25
Experiment Research
Ch 24 & Ch 25

**Week 11**

10/30
Survey Research
Ch 16 to Ch 19

11/1
Test 3 Review

**Week 12**

11/6
Test 3
Work on Quantitative Research Proposal
11/8
Qualtrics Training

**Week 13**

11/13
Qualtrics Training

11/15
Guest Lecture on Big Data
A#6 DUE

**Week 14**

11/20
No Class/Conducting qualitative and quantitative research

11/22
No Class/Thanksgiving break!

**Week 15**

11/27
Group meetings with instructor

11/29
No Class/Finalizing group project

**Week 16**

12/4
Group Presentations
Final Group Project Report DUE

**Evaluation of Grades**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Percent of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>300</td>
<td>30%</td>
</tr>
<tr>
<td>- Small assignment *4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Big assignment * 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Project</td>
<td>300</td>
<td>30%</td>
</tr>
</tbody>
</table>
Grading Policy

<table>
<thead>
<tr>
<th>Score</th>
<th>Percent</th>
<th>Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>934-100</td>
<td>93.4-100</td>
<td>A</td>
<td>4.00</td>
</tr>
<tr>
<td>900-933</td>
<td>90.0-93.3</td>
<td>A-</td>
<td>3.67</td>
</tr>
<tr>
<td>867-899</td>
<td>86.7-89.9</td>
<td>B+</td>
<td>3.33</td>
</tr>
<tr>
<td>834-866</td>
<td>83.4-866</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>800-833</td>
<td>80.0-83.3</td>
<td>B-</td>
<td>2.67</td>
</tr>
<tr>
<td>767-799</td>
<td>76.7-79.9</td>
<td>C+</td>
<td>2.33</td>
</tr>
<tr>
<td>734-766</td>
<td>73.4-76.6</td>
<td>C</td>
<td>2.00</td>
</tr>
<tr>
<td>700-733</td>
<td>70.0-73.3</td>
<td>C-</td>
<td>1.67</td>
</tr>
<tr>
<td>667-699</td>
<td>66.7-69.9</td>
<td>D+</td>
<td>1.33</td>
</tr>
<tr>
<td>634-666</td>
<td>63.4-66.6</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>600-633</td>
<td>60.0-63.3</td>
<td>D-</td>
<td>0.67</td>
</tr>
<tr>
<td>0-599</td>
<td>0-59.9</td>
<td>E</td>
<td>0.00</td>
</tr>
</tbody>
</table>

More information on grades and grading policies is here:

Class Attendance and Make-Up Policy

Requirements for class attendance and 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

Student Requiring Accommodations

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.

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
Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Materials and Supplies Fees

There are no additional fees for this course.

University Honesty Policy

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 (https://www.dso.ufl.edu/scrc/process/student-conduct-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. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.