

DIGITAL INSIGHTS

ADV3500-1B74 (10043)
Spring 2020

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Office Hours: by appointment

COURSE DESCRIPTION

This course teaches knowledge and skills necessary for acquiring, evaluating, and analyzing information for advertising and marketing decisions. Students learn about a range of research techniques frequently used in advertising, marketing, and mass communication, and use their knowledge to implement a research project and gain valuable insights on today's highly digitized and culturally diversified market.

COURSE OBJECTIVES

At the conclusion of the course, students will be able to:

1. Understand the role of research in making advertising and marketing communication decisions
2. Develop explicit and measurable research objectives
3. Design and conduct secondary, qualitative, and quantitative research projects
4. Analyze the data and interpret the results in the context of research objectives
5. Provide an oral presentation and a written report on their research

PREREQUISITES

3JM ADV, STA 2023, minimum grades of C in ADV 3008, MAR 3023, and MMC 2100

READINGS & RESOURCES

Required:

Davis, Joel, J. (2011), *Advertising Research: Theory & Practice*, Second Edition, Upper Saddle River, NJ: Prentice Hall.
— The first edition of this book (1997) is acceptable. Both editions are reserved at Library West.

Boyle, Michael P. and Mike Schmierbach (2015), *Applied Communication Research Methods: Getting Started as a Researcher*, New York, NY: Routledge
— Ebook is reserved and available on Canvas.

Recommended:

Albee, Ardath (2015), *Digital Relevance: Developing Marketing Content and Strategies that Drive Results*, New York, NY: Palgrave Macmillan.
— Ebook is reserved and available on Canvas.

Additional readings will be assigned as needed.

Resources:

UF library resources for this course: <http://businesslibrary.uflib.ufl.edu/adv3350>

GRADING CRITERIA & SCALE

Quizzes			5%
Assignments			15%
Research projects			
Secondary research			10%
Qualitative research			15%
Quantitative research + Final Report			17%
Analytics qualification			5%
Exam 1, 2, 3	3 exams @ 10% each		30%
Participation			3%
A	93.4 – 100	C	73.4 – 76.6
A–	90.0 – 93.3	C–	70.0 – 73.3
B+	86.7 – 89.9	D+	66.7 – 69.9
B	83.4 – 86.6	D	63.4 – 66.6
B–	80.0 – 83.3	D–	60.0 – 63.3
C+	76.7– 79.9	E	0.00 – 59.9

UF's grading policies are at: <https://catalog.ufl/ugrad/current/regulations/info/grades.aspx>

Quizzes

The first quiz is to test students' understanding of the syllabus, course rules, and other course-related information discussed on the lecture videos. Subsequent quizzes assess students' comprehension of the assigned readings and are given before each learning module is released. Students must demonstrate their understanding of the readings and earn a grade of 80% or higher to access the module. Students can take the quiz multiple times until they earn the minimum required grade.

Assignments

Various assignments that are specific to the lecture topics are provided throughout the semester. Student complete the assignments by applying the concepts learned from the readings and lectures in problem-solving contexts. The specific descriptions of the assignments are provided in the module.

Research projects

Students form a team and conduct three research projects on an assigned brand/client. Students first conduct a situation analysis using secondary source information. Based on the situation analysis, students then design a qualitative research project (e.g., focus group discussion) and collect and analyze the data. Building on their findings, students lastly conduct an online survey using Qualtrics. For the final report, students combine and synthesize the results of all three projects and propose future advertising and marketing strategies for the brand/client. Detailed instructions for the projects are provided in the module.

Analytics qualification

Students earn a Google Analytics IQ certification by completing the two required courses and taking the certification test.

Exams

A mix of multiple-choice and open-ended questions are used to assess students' understanding and retention of the course materials including the readings, lectures, assignments, and research projects. The specific topics covered in each exam will be announced.

COURSE FORMAT & POLICY

This is a Web-based course and thus gives you flexibility of when and where you "attend" the class. However, it is **EXTREMELY IMPORTANT** that you set aside a "class time" each week to study the course materials and complete the assignments. Students will not be excused for turning in the assignment late unless the reason is approved by the department chair. Having an assignment deadline around the same time for another course is not an excusable reason for turning in an assignment late, for example. Do not wait until the day before the assignment is due to contact the

instructor with questions. Keep up with the readings and lecture videos and start assignments early.

Twenty percent of the assignment's grade will be deducted each day the assignment is turned in late. All assignments must be prepared and presented professionally and proof-read thoroughly. Students must take special care to use proper words and spelling, grammatically correct sentences, and logically flowing contents. A penalty is applied for each misspelled word, grammatically incorrect sentences and other writing errors after three errors.

COURSE COMMUNICATIONS

Students are encouraged to utilize the Discussions tool in Canvas to post non-personal course-related questions and to schedule virtual office hours. If a student feels uncomfortable posting on the discussion board, s/he may email the instructor directly. However, priority will be given to the questions posted on the discussion board. All personal questions should be emailed to the instructor directly.

I highly recommend students set up a virtual meeting with me if they have a difficulty understanding and completing an assignment. Although I try my best to provide clear communication and instructions, some things are better explained face-to-face. In addition, I can find out how to help you better when we talk face-to-face.

COURSE EVALUATION

Students are expected to provide constructive 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>

HONOR CODE

Students are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of the student will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously, and expect students to fully understand what is considered plagiarism. We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center at (352) 392-8565 or <https://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 accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

COUNSELING AND WELLNESS CENTER

Contact information for the Counseling and Wellness Center is available at (352) 392-1575 or <http://www.counseling.ufl.edu/cwc/Default.aspx>. Contact University Police at (352) 392-1111 or 911 for emergencies.

COURSE SCHEDULE [TENTATIVE]

Week 1	1/6 – 1/12	Course overview Why research in advertising
Week 2	1/13 – 1/19	Advertising planning process Advertising research process Basics of research
Week 3	1/21 – 2/2	Secondary research
Week 4		Project 1 overview

Week 5	2/3 – 2/9	Sampling Ethics Exam 1 (2/9)
Week 6 Week 7	2/10 – 2/23	Qualitative research Project 2 overview Project 1 due (2/16)
Week 8	2/24 – 3/1	Content analysis
Week 9	3/2 – 3/8	Spring Break
Week 10	3/9 – 3/15	Quantitative research I Project 3 overview Exam 2 (3/15)
Week 11	3/16 – 3/22	Quantitative research II Project 2 due (3/22)
Week 12	3/23 – 3/29	Quantitative data analysis
Week 13	3/30 – 4/5	Digital marketing Big data
Week 14	4/6 – 4/12	Web analytics
Week 15	4/13 – 4/19	Exam 3
Week 16	4/20 – 4/22	Final report