

Digital Insights

ADV 3500 Section 1A41

Fall 2020

Time: Tuesday 11:45 am to 1:40 pm & Thursday 11:45 am to 12:35 pm

Location: Zoom

Zoom Link Tuesdays:

https://ufl.zoom.us/meeting/register/tJIicuGgpjotHdCLDJiiMeu_oDdD99d2_U-s

Zoom Link Thursdays:

<https://ufl.zoom.us/meeting/register/tJcsc-6rqD0pHdDgdqNOt0E1akjvivLTZiXW>

Instructor

Dr. Huan Chen

huanchen@jou.ufl.edu

Virtual 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

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.

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

Week 1

9/1

Doing Research in a Digitalized and Culturally Diversified World

Ch 1

Introduction to Advertising Research

Ch 2 & Ch 4

9/3

Introduction to Advertising Research

Ch 2 & Ch 4

Week 2

9/8

Introduction to Advertising Research

Ch 2 & Ch 4

A#1 DUE

9/10

Secondary Research

Ch5, Ch 7 & Ch8

Team Formation

Brand of Group Project DUE

Week 3

9/15

Guest Lecture on Databases

Secondary Research

Ch 6

Test 1 Review

A#2 DUE

9/17

Test 1

Week 4

9/22

Crosstab

Simmons

9/24

Simmons

.

Week 5

9/29

OCEL.AI workshop 1: Story Telling

10/1

Primary Research – Qualitative Research

In-depth Interview (Online vs. Offline)

Ch 9 & Ch 12

A#3 DUE

Week 6

10/6

Primary Research – Qualitative Research

Focus Group (Online vs. Offline)

Ch 10 & Ch 13

SA DUE

10/8

No Class/Conducting In-depth Interview

Week 7

10/13

Observation (Online vs. Offline)

Test 2 Review
A#4 DUE

10/15
Test 2

Week 8

10/20
OCEL.AI workshop 2: Data Sharing & Machine Learning Experience

10/22
No class/Conducting Observation
A#5 DUE

Week 9

10/27
Primary Research – Quantitative Research
Experiment Research
Ch 17 & Ch 24
Qualitative Research Proposal DUE

10/29
Experiment Research
Ch 24 & Ch 25

Week 10

11/3
Survey Research
Ch 16 to Ch 19

11/5
Survey Research
Ch 16 to Ch 19

Week 11

11/10
Qualtrics Training
Test 3 Review

11/12

Test 3

Week 12

11/17

OCEL.AI Workshop 3: Applications
Quantitative Research Proposal DUE

11/19

Qualtrics Training

Week 13

11/24

OCEL.AI Workshop 4: Ethics
A#6 DUE

11/26

No Class/Thanksgiving Break

Week 14

12/1

No Class/Conducting Qualitative and Quantitative Research

12/3

Group Meetings with Instructor

Week 15

12/8

No Class/Finalizing Group Project

12/10

No Class/Finalizing Group Project

Week 16

12/16

Group Presentations
Final Group Project Report DUE

Evaluation of Grades

Assignment	Total Points	Percent of Grade
Assignments <ul style="list-style-type: none">• Small assignment *4• Big assignment * 2	300	30%
Exam 1	100	10%
Exam 2	100	10%
Exam 3	100	10%
Project	300	30%
Participation	100	10%
TOTAL	1000	100%

Grading Policy

Score	Percent	Grade	Grade Points
934-100	93.4-100	A	4.00
900-933	90.0-93.3	A-	3.67
867-899	86.7-89.9	B+	3.33
834-866	83.4-86.6	B	3.00
800-833	80.0-83.3	B-	2.67
767-799	76.7-79.9	C+	2.33
734-766	73.4-76.6	C	2.00
700-733	70.0-73.3	C-	1.67
667-699	66.7-69.9	D+	1.33
634-666	63.4-66.6	D	1.0
600-633	60.0-63.3	D-	0.67
0-599	0-59.9	E	0.00

More information on grades and grading policies is here:

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

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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-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/sccr/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.