

ADV 3500 | COURSE SYLLABUS



DIGITAL INSIGHTS

Please read the syllabus in its entirety.

Course Info

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UF Policies

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GENERAL COURSE INFO

Course: ADV 3500 (Section 26504); online

Semester/year: Fall 2020

Credit hours: 3.0

Course website: elearning.ufl.edu

COURSE DESCRIPTION

The course focuses on acquiring, evaluating, and analyzing information for advertising decisions. It emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.

INSTRUCTOR

Susanna Lee

sslee@ufl.edu (<mailto:sslee@ufl.edu>)

Office hours: Tuesdays 12:50-2:45 pm or by appointment online

Office: 2041A Weimer Hall

REQUIRED TEXT

Boyle, M. P., & Schmierbach, M. (2020). *Applied communication research methods: Getting started as a researcher* (2nd ed.). Routledge. ISBN-13: 9780367178710

READING REQUIREMENTS

The best predictor of success in this course is how much time you spend reading assigned materials. The course is designed so that (a) lectures elaborate on the readings, (b) assignments make use of concepts and processes articulated in the readings, and (c) quizzes and exams test concepts from readings, lectures, activities, and assignments. An online version of the textbook is available via UF Libraries: <https://bit.ly/2L1Lx4G> (<https://bit.ly/2L1Lx4G>). In addition to the textbook, additional readings will be made available on Canvas throughout the course. You can also access valuable resources for this course at our library course guide: [http://businesslibrary.uflib.ufl.edu/adv3350.](http://businesslibrary.uflib.ufl.edu/adv3350) (<http://businesslibrary.uflib.ufl.edu/adv3350>)

PREREQUISITES

1. 3JM ADV
2. STA 2023
3. Minimum grades of C in ADV 3008 and MAR 3023

COURSE LEARNING OBJECTIVES

After completing ADV3500, you will be able to:

1. Explain the varied ways in which different types of evidence are collected, analyzed, and applied in advertising and related media contexts.
2. Assess the reliability and validity of data-driven insights and be able to plan and design research to maximize the usefulness and quality of findings.
3. Describe the ways in which representation and diversity are critical aspects of research design, including, but not limited to, sampling and generalization.
4. Appreciate how digitization has altered our ability to capture and analyze insights about audiences and consumers.
5. Gain familiarity with current approaches to segmenting audiences and consumers and to targeting groups and individuals.
6. Identify the ways in which the conduct and application of research should respect and engage with human variation in age, ability, gender, sexuality, ancestry, culture, and

- other forms of diversity.
7. Communicate findings and implications from a variety of research and analytic techniques.
 8. Translate relevant evidence into recommendations for specific persuasive strategies and techniques.

ASSIGNMENTS

The course is structured around an ongoing group project in which 3 to 4 students will plan and conduct research for a client. This client may be a hypothetical relationship: a real organization/brand/product that you don't have actual contact with. Or, this client may be a real organization/brand/product that you enter into agreement with. In either case, you must choose the client in consultation with the instructor, who must approve your final selection.

GRADE OVERVIEW

There are 1,000 points available in this course. Points are accumulated in each module by completing and earning grades for activities, discussions, quizzes, tests, and assignments.

- Each **activity** (some individual, some group) is worth 3 points. There are 15, for a total of 45 points.
- Each **discussion** is worth 3 points (6 points for final Q&A). There are 14, for a total of 45 points.
- Each **quiz** is worth 15 points. There are seven, for a total of 105 points.
- Each **test** is worth 50 points. There are two, for a total of 100 points.
- There are four **individual assignments** (Google Analytics IQ, SONA credits, and two peer evaluations) worth 130 points in total.
- There are 16 **group assignments**, ranging from 10 to 50 points, worth 575 points in total.

GRADING POLICY

Letter Grade	Points	GPA Equivalency
A	934-1000	4.0
A-	900-933	3.67
B+	867-899	3.33
B	834-866	3.00

Letter Grade	Points	GPA Equivalency
B-	800-833	2.67
C+	767-799	2.33
C	734-766	2.00
C-	700-733	1.67
D+	667-699	1.33
D	634-666	1.00
D-	600-633	.67
E	599 or less	0.00

More information on grades and grading policies can be found on the [UF Grades and Grading Policies webpage](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/) (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>). (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>).

PARTICIPATION

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a short period of time, simply let the instructor or TA (and group members, if relevant) know in advance.

DEADLINES

In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via a professionally-worded email. The instructor reserves the right to accept or reject requests for absence or extensions. Absences for reasons recognized by the university can be excused if notice is given in advance (or as soon as possible in the event of a genuine emergency). If an assignment receives a failing grade, the student may request a reevaluation via a professionally-worded email. However, be aware that this may lead to a higher, lower, or same, grade.

COURSE COMMUNICATION

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via Canvas inbox or email to Ms. Lee (sslee@ufl.edu) or Dr.

Johnson (benjaminkjohnson@ufl.edu). We typically respond within a few hours. We also encourage you to make good use **open discussions** on Canvas.

TECHNOLOGY REQUIREMENTS

The students are required to have access to a laptop or computer with Internet access. They will need the **UF VPN** (<http://www.uflib.ufl.edu/login/vpn.html>) (<http://www.uflib.ufl.edu/login/vpn.html>), a word processing program, and a database program (Excel or similar) installed. Additionally, students need to be able to install software on their own computer.

CLASS DEMEANOR

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in group work and during discussion, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and TA and we can help.

NETIQUETTE COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more information, refer to the **Netiquette Guide for Online Courses** (<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>)

HONOR CODE

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you 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 you to fully understand what is considered plagiarism. For helpful information on original work, see:

- **Copyright on Campus: Attribution & Plagiarism**
(<https://guides.uflib.ufl.edu/copyright/plagiarism>)
- **How Not To Plagiarize**
(<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>)

- **Recognizing and Avoiding Plagiarism**
[\(https://plagiarism.arts.cornell.edu/tutorial/index.cfm\)](https://plagiarism.arts.cornell.edu/tutorial/index.cfm)

We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. You may also use the free iThenticate service via UF to check your work in advance (<https://elearning.ufl.edu/supported-services/ithenticate/>) (<https://elearning.ufl.edu/supported-services/ithenticate/>).).

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** (<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 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.

ONLINE COURSE EVALUATIONS

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/> (<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/> (<https://ufl.bluera.com/ufl/>). Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> (<https://gatorevals.aa.ufl.edu/public-results/>).

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241> (<https://doi.org/10.1371/journal.pone.0216241>)): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of

the course (the assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

HEALTH AND WELLNESS

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center [\(http://www.counseling.ufl.edu\)](http://www.counseling.ufl.edu)

(<http://www.counseling.ufl.edu>), 392-1575; contact University Police at (352) 392-1111 or 911 for emergencies.

Sexual Assault Recovery Services (SARS). Student Health Care Center, 392-1161.

University Police Department [\(http://www.police.ufl.edu\)](http://www.police.ufl.edu), <http://www.police.ufl.edu>/, 392-1111 (or 9-1-1 for emergencies).

ACADEMIC RESOURCES

E-learning technical support [\(https://lss.at.ufl.edu/help.shtml\)](https://lss.at.ufl.edu/help.shtml): (352) 392-4357 (select option 2) or e-mail to Learning- support@ufl.edu; <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center: [\(http://www.crc.ufl.edu\)](http://www.crc.ufl.edu) 392-1601; Reitz Union; Career assistance and counseling; <http://www.crc.ufl.edu>/

Library Support [\(http://cms.uflib.ufl.edu/ask\)](http://cms.uflib.ufl.edu/ask), <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center [\(http://teachingcenter.ufl.edu\)](http://teachingcenter.ufl.edu), Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu>/

Writing Studio [\(http://writing.ufl.edu/writing-studio\)](http://writing.ufl.edu/writing-studio), 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. [\(http://writing.ufl.edu/writing-studio\)](http://writing.ufl.edu/writing-studio) [\(http://writing.ufl.edu/writing-studio/\)](http://writing.ufl.edu/writing-studio)

UF online/internet privacy statement: [\(http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement\)](http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement) UF's statement about privacy and data security. [\(http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/\)](http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/) [\(http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/\)](http://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/)



DISCLAIMER

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Course Summary:

Date	Details	
Fri Sep 4, 2020	 <u>Course Orientation Quiz</u> (https://ufl.instructure.com/courses/413368/assignments/4360905)	due by 11:59pm
Sun Sep 6, 2020	 <u>Introductions</u> (https://ufl.instructure.com/courses/413368/assignments/4360926)	due by 11:59pm
Sun Sep 13, 2020	 <u>Module 1 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360925)	due by 11:59pm
Sun Sep 20, 2020	 <u>Module 1 Assignment</u> (https://ufl.instructure.com/courses/413368/assignments/4360939)	due by 11:59pm
	 <u>Module 2 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360922)	due by 11:59pm
	 <u>Quiz 1</u> (https://ufl.instructure.com/courses/413368/assignments/4360911)	due by 11:59pm
	 <u>Module 2 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360941)	due by 11:59pm
	 <u>Module 2 Assignment</u> (https://ufl.instructure.com/courses/413368/assignments/4360942)	due by 11:59pm
	 <u>Module 3 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360921)	due by 11:59pm
	 <u>Module 3 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360943)	due by 11:59pm

Date	Details	
	 Module 3 Assignment (https://ufl.instructure.com/courses/413368/assignments/4360944)	due by 11:59pm
	 Module 4 Discussion (https://ufl.instructure.com/courses/413368/assignments/4360920)	due by 11:59pm
Sun Sep 27, 2020	 Quiz 2 (https://ufl.instructure.com/courses/413368/assignments/4360909)	due by 11:59pm
	 Module 4 Activity (https://ufl.instructure.com/courses/413368/assignments/4360945)	due by 11:59pm
	 Module 4 Assignment (https://ufl.instructure.com/courses/413368/assignments/4360946)	due by 11:59pm
Sun Oct 4, 2020	 Module 5 Discussion (https://ufl.instructure.com/courses/413368/assignments/4360919)	due by 11:59pm
	 Module 5 Activity (https://ufl.instructure.com/courses/413368/assignments/4360947)	due by 11:59pm
	 Module 5 Assignment (https://ufl.instructure.com/courses/413368/assignments/4360948)	due by 11:59pm
Thu Oct 8, 2020	 Module 6 Activity (https://ufl.instructure.com/courses/413368/assignments/4360949)	due by 11:59pm
Fri Oct 9, 2020	 Module 6 Assignment 1 (https://ufl.instructure.com/courses/413368/assignments/4360950)	due by 11:59pm
Sat Oct 10, 2020	 Module 6 Assignment 2 (https://ufl.instructure.com/courses/413368/assignments/4360951)	due by 11:59pm
Sun Oct 11, 2020	 Module 6 Discussion (https://ufl.instructure.com/courses/413368/assignments/4360918)	due by 11:59pm
	 Module 6 Assignment 3 (https://ufl.instructure.com/courses/413368/assignments/4360952)	due by 11:59pm
Thu Oct 15, 2020	 Module 7 Activity 1 (https://ufl.instructure.com/courses/413368/assignments/4360953)	due by 11:59pm
	 Module 7 Assignment 1 (https://ufl.instructure.com/courses/413368/assignments/4360955)	due by 11:59pm

Date	Details	
Sat Oct 17, 2020	 <u>Module 7 Activity 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360954)	due by 11:59pm
	 <u>Quiz 3</u> (https://ufl.instructure.com/courses/413368/assignments/4360908)	due by 11:59pm
Sun Oct 18, 2020	 <u>Module 7 Assignment 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360956)	due by 11:59pm
	 <u>Module 7 Assignment 3</u> (https://ufl.instructure.com/courses/413368/assignments/4360957)	due by 11:59pm
Sun Oct 25, 2020	 <u>Module 8 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360917)	due by 11:59pm
	 <u>Test 1</u> (https://ufl.instructure.com/courses/413368/assignments/4360912)	due by 11:59pm
Sun Nov 1, 2020	 <u>Module 8 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360958)	due by 11:59pm
	 <u>Peer Evaluation #1</u> (https://ufl.instructure.com/courses/413368/assignments/4360960)	due by 11:59pm
Fri Nov 6, 2020	 <u>Module 9 Discussion 1</u> (https://ufl.instructure.com/courses/413368/assignments/4360924)	due by 11:59pm
	 <u>Module 9 Discussion 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360923)	due by 11:59pm
Sat Nov 7, 2020	 <u>Quiz 4</u> (https://ufl.instructure.com/courses/413368/assignments/4360907)	due by 11:59pm
	 <u>Module 9 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360959)	due by 11:59pm
Sun Nov 8, 2020	 <u>Module 10 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360927)	due by 11:59pm
	 <u>Module 10 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360916)	due by 11:59pm
	 <u>Module 10 Assignment</u> (https://ufl.instructure.com/courses/413368/assignments/4360928)	due by 11:59pm

Date	Details	
Sat Nov 14, 2020	 <u>Module 11 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360929)	due by 11:59pm
Sun Nov 15, 2020	 <u>Quiz 5</u> (https://ufl.instructure.com/courses/413368/assignments/4360904)	due by 11:59pm
Wed Nov 18, 2020	 <u>Module 12 Activity 1</u> (https://ufl.instructure.com/courses/413368/assignments/4360931)	due by 11:59pm
Fri Nov 20, 2020	 <u>Module 12 Activity 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360932)	due by 11:59pm
Sun Nov 22, 2020	 <u>Module 12 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360915)	due by 11:59pm
Mon Nov 30, 2020	 <u>Quiz 6</u> (https://ufl.instructure.com/courses/413368/assignments/4360906)	due by 11:59pm
Tue Dec 8, 2020	 <u>Module 12 Assignment</u> (https://ufl.instructure.com/courses/413368/assignments/4360933)	due by 11:59pm
Wed Dec 9, 2020	 <u>Module 13 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360914)	due by 11:59pm
	 <u>Module 13 Activity</u> (https://ufl.instructure.com/courses/413368/assignments/4360934)	due by 11:59pm
	 <u>Module 13 Assignment</u> (https://ufl.instructure.com/courses/413368/assignments/4360935)	due by 11:59pm
	 <u>Module 14 Assignment 1</u> (https://ufl.instructure.com/courses/413368/assignments/4360936)	due by 11:59pm
	 <u>Module 14 Assignment 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360937)	due by 11:59pm
	 <u>Module 14 Discussion</u> (https://ufl.instructure.com/courses/413368/assignments/4360913)	due by 11:59pm
	 <u>Test 2</u> (https://ufl.instructure.com/courses/413368/assignments/4360910)	due by 11:59pm

Date	Details
	 Module 14 Assignment 3 (https://ufl.instructure.com/courses/413368/assignments/4360938) due by 11:59pm
	 Peer Evaluation 2 (https://ufl.instructure.com/courses/413368/assignments/4360961) due by 11:59pm