

Department of Advertising
College of Journalism and Communications

Digital Insights

ADV 3500 (10145/Sec.1B74 & 31031/Sec.1B75)

TIME: T, Period 8-9 (3 PM –4:55 PM) & R, Period 9 (4:05 PM –4:55 PM)

CLASSROOM: WEIM 0273

Spring, 2021

INSTRUCTOR: Susanna Lee

sslee@ufl.edu

Office: Weimer 2041A

Zoom Office Hours: Tuesday 5:00 pm – 6:00 pm or by appointment

WEBSITE: Canvas e-Learning: <http://lss.at.ufl.edu/>

All announcements, assignments, and grades will be posted on Canvas.

It is your responsibility to check Canvas regularly.

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

COURSE GOALS:

- ✓ Understand various types of research and how they are used in advertising and marketing.
- ✓ 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.
- ✓ Understand today's digitalized and culturally diversified environment
- ✓ Understand the basic consumer/audience/data/media analytics.
- ✓ Understand the characteristics, value, and use of major digital marketing communications.
- ✓ Engage with other students and learn to work as a team through a group project scenario.
- ✓ Develop professional writing and presentation skills and prepare future career in related fields.

RECOMMENDED TEXTBOOK:

Davis, Joel J. (2012), Advertising Research: Theory & Practice (2nd ed.), New Jersey: Pearson Education Inc. ISBN 10: 0132128322/ ISBN 13: 978-0132128322

PREREQUISITES:

3JM ADV; STA 2023; minimum grades of C in ADV 3008 and MAR 3023

EVALUATIONS:

Your evaluations in this course will be based on the following components

Assignments	300 points	30%
1. Advertising Research	(30 points)	
2. Crosstab	(30 points)	
3. Interview Guide Practice	(60 points)	
4. Content Analysis	(60 points)	
5. Qualtrics Practice	(60 points)	
6. Google Analytics IQ	(60 points)	
Exams	200 points	20 %
• Exam 1	(100 points)	10%
• Exam 2	(100 points)	10%
Group Project	350 points	35 %
• Situation Analysis	(80 points)	
• Qualitative Research Proposal & Report	(100 points)	
• Quantitative Research Proposal & Report	(100 points)	
• Final Report	(70 points)	
Peer evaluation	50 points	5%
Attendance	100 points	10%
Total	1000 points	100%
(Extra Credits)	Max. 10 points	

GRADING SCALE:

Letter Grade	Percent scale (100%)	1000 scale (total points)
A	93-100%	940-1000 points
A-	90-92.9%	900-939 points
B+	87-89.9%	870-899 points
B	84-86.9%	840-869 points
B-	80-83.9%	800-839 points
C+	77-79.9%	770-799 points
C	74-76.9%	740-769 points

C-	70-73.9%	700-739 points
D+	67-69.9%	670-699 points
D	64-66.9%	640-669 points
D-	60-63.9%	600-639 points
E	Below	0-599 points

Note: There will be no rounding up of grades. For example, if you got a total of 899 points (89.9%), you will receive a B+, not an A-. If you got a total of 799 points (79.9%), you will receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade.

ASSIGNMENTS:

Each assignment is an individual assignment. Each assignment is designed to give opportunities to practice skills to design and create your final group project. Detailed information for each assignment will be available on Canvas and will be discussed in the class.

EXAMS:

There will be two exams through the semester. Each exam will be including multiple questions, true/false questions, and short essay type questions. You will be required to fill out a scantron sheet for all types of questions except short essay questions. If you need special accommodation for taking exams, please talk to me during the first week of the class.

FINAL GROU PROJECT & PRESENTATION:

As a group, you will be asked to develop a research project that recommends advertising strategy planning based on the findings from your research on secondary data, primary research data—both from qualitative and quantitative research. You will be required to use knowledge and concepts discussed in the class, as well as learned from readings, lectures and assignments.

Teams will make a final presentation to the class to report their findings and recommendations at the end of the semester. Each team is required to present your final report in a professional way. The final report should be easy to read, visually appealing, and executed professionally.

PARTICIPATION:

For the success of group activities, each team member’s dedication and contribution are very important. Your participation score will be graded based on your team member’s peer evaluation. Your individual grade for the final project is subject to adjustments according to your peer evaluation.

EXTRA CREDIT:

There will be extra credit opportunities available throughout the semester.

Some extra credit opportunities require participation that goes beyond regular class time and in such cases, the announcement will be made in advance for you to make any necessary arrangements.

Most of your extra credit can be earned by participating one of the research projects through CJC's SONA system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and check regularly. You should NOT wait until the last minute to sign up and look for participation because research projects are limited, especially by the end of the semester. Please see this video <https://youtu.be/1OnT2ZU6QQ> for how to set up your SONA account. If you have any questions, please contact the CJC SONA administrator at uf-cjc-sonasystems@jou.ufl.edu.

If participating in the research projects through CJC's SONA system, an alternative extra credit assignment will be provided.

GENERAL COURSE POLICY

ABSENCES: You are expected to come to every class. If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence. You will have **2 unexcused absences**. If you miss more than 2 classes, **10 points** will be deducted from your total grade every time you miss a class without a valid excuse. Students are responsible for any information missing during an absence.

In order to receive an excused absence, you must notify that you will miss the class IN ADVANCE. Only certain (rare) emergency situations can be accepted without pre-arrangement. Explain why you will not be in class and provide a written documentation to verify your excuse before your intended absent day of the class or one class after your come back. Make sure to make extra copies of the documentation if you need it for your other classes.

Excused absence includes:

- Religious holidays (only the holiday)
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription, subpoena) The Student Health Center will provide you a specific kind of note that indicates their decisions regarding your necessity of absences.
- University competitive events (Athletes, Band members or other related students with documentation)

Situations that are NOT considered as excused absences – social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

ASSIGNMENTS AND LATE POLICY:

All assignments need to be typed and submitted through Canvas. All assignments are due by 11:59 p.m. on the due date. **No late work will be accepted.** If the assignment is not uploaded by the time specified, the upload function will no longer be available. It is your responsibility to ensure that all files have uploaded. Please leave ample time to deal with technical issues, giving you the opportunity to upload using university computers, or to alert the instructor in advance.

E-MAIL POLICY:

Please allow 24 hours for a response to emails sent between Monday and Friday. I will do my best to reply in a timely manner, but you should not have the expectation that I will reply to questions about assignments the night before they are due. It is recommended that you should make an appointment in advance to discuss questions during office hours.

PROFESSIONAL COURTESY:

As a courtesy to your instructor and to your classmates, please make sure that your cell phones and other electronic devices are turned OFF (no text messaging is allowed in this class). In-class laptop usage is restricted to note takings. (No Internet surfing, No emails, No SNSs). You will be announced ahead of time if the class requires a laptop use. Inappropriate and disturbing use of any electronic device will not be accepted.

SCHOLASTIC DISHONESTY POLICY:

The UF Conduct Code will be enforced at all times in this class:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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 University of Florida holds its students to the highest standards, and we encourage students to read the University of Florida Student Honor Code and Student Conduct Code (Regulation 4.040), so they are aware of our standards. Any violation of the Student Honor Code will result in a referral the Student Conduct and Conflict Resolution and may result in academic sanctions and further student conduct action. The two greatest threats to the academic integrity of the University of Florida are cheating and plagiarism. Students should be aware of their faculty's policy on

collaboration, should understand how to properly cite sources, and should not give nor receive an improper academic advantage in any manner through any medium.

The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution.

Feel free to consult me if you have any questions or concerns regarding The Honor Code.

STUDENTS WITH DISABILITIES:

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.

ONLINE COURSE EVALUATION:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. 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.

Students in this class are participating in a pilot evaluation of a new course evaluation system. The new evaluation system is designed to be more informative to instructors to that teaching effectiveness is enhanced and to be more seamlessly linked to UF's CANVAS learning management system. Please find more information at <https://gatorevals.aa.ufl.edu/for-students/>. Thank you for serving as a partner in this important effort.

TENTATIVE NATURE OF SYLLABUS:

Please understand the tentative nature of the syllabus. All dates and topics in this schedule are subject to change upon certain circumstances such as unexpected events, cancellations or guest speakers. Adjustments will be made to facilitate such potential circumstances and will be announced ahead of time.

COURSE SCHEDULE (SUBJECT TO CHANGE)

Week 1

1/12 (T): Introduction to course

1/14 (TH): Introduction to Advertising Research

Week 2

1/19 (T): Introduction to Advertising Research

1/21 (TH): Secondary Research/ Reading Crosstab

A#1 Ad research Due, Sat. Jan. 23, 11:59 p.m.

Client Selection Due, Sat. Jan. 23, 11:59 p.m.

Week 3

1/26 (T): Situation Analysis Overview/Group Discussion

1/28 (TH): Secondary Research Databases (Guest Speaker: April Hines)

A#2 Crosstab Due, Sat. Jan. 30, 11:59 p.m.

Week 4

2/2 (T): Group Work Day

2/4 (TH): Class Discussion – Situations & Problems identified

Situation Analysis Due, Sat. Feb. 6, 11:59 p.m.

Week 5

2/9 (T): Primary Research - Sampling

2/11 (TH): Qualitative Research – In-depth Interview

Week 6

2/16 (T): Focus Group

2/18 (TH): Creating Interview Guide

A#3 Interview Guide Due, Sat. Feb. 20, 11:59 p.m.

Qualitative Research Proposal Due, Sat. Feb. 20, 11:59 p.m.

Week 7

2/23 (T): Observation

2/25 (TH): **NO CLASS** (UF recharge days)

Week 8

3/2 (T): Exam 1 review

3/4 (TH): Online Exam 1 (**NO CLASS**)

Interview Transcript Due, Sun. March 7, 11:59 p.m.

Week 9 Spring Break :

3/9 (T): Content Analysis

3/11 (TH): Primary Research – Quantitative Research / Survey

A#4 Content Analysis Due, Sat. March 13, 11:59 p.m.

Week 10 :

3/16 (T): Survey / Guest Speaker

3/18 (TH): Qualtrics

Week 11 :

3/23 (T): Qualtrics / Experiment

3/25 (TH): Experiment

A#5 Qualtrics Due, Sat. March 27, 11:59 p.m.

Week 12 :

3/30 (T): Group Project Day

4/1 (TH): Quantitative Data Analysis

Quantitative Research Proposal Due, Sat. April 3, 11:59 p.m.

Week 13 :

4/6 (T): Exam 2 review

4/8 (TH): Online Exam 2 (**NO CLASS**)

Week 14 :

4/13 (T): Digital Marketing & Analytics / Group Project Day

4/15 (TH): Group Meetings

A#6 Google Analytics IQ Due, Sat. April 17, 11:59 p.m.

Week 15 Last week :

4/20 (T): Final Presentation

Final Project Due, Thursday, April 22, 11:59 p.m.

Peer Evaluation Due, Thursday, April 22, 11:59 p.m.