Digital Insights

ADV3500 | Fall 2022

Instructor: Hyojin Kim, Ph.D. | hkim@ufl.edu
Office Hours: by appointment

Course Description

This course teaches knowledge and skills necessary to plan, design, and conduct secondary and primary research that aids important advertising and marketing decisions. Students learn about a range of research methods and techniques and implement them in their own project to obtain relevant and reliable information. They develop instruments for original data collection and analyze the data in light of their research objectives. Research findings are used to provide recommendations and future direction for the brand's advertising strategy and marketing communication campaign.

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 and MAR 3023

Required Textbook

Davis, Joel, J. (2011), *Advertising Research: Theory & Practice*, Second Edition, Upper Saddle River, NJ: Prentice Hall. [An electronic copy of the book is available through CDL.]

Technology Requirements

Students must have access to the following technologies/programs. More information is provided in Canvas.
- UF VPN to access UF library databases and resources off-campus
- Microsoft Office such as Word, Excel, and Powerpoint
- Zoom with audio and video capability
- jamovi (free statistical software)

Grading Criteria & Scale

Quizzes	25%
Research projects	
Secondary research	10%
Qualitative research	13%
Quantitative research	15%
Final report	17%
Peer reviews	10%
Individual assignments (Discussions, Google Analytics, etc.)	10%

A	93.4 – 100	B−	80.0 – 83.3	D+	66.7 – 69.9
A−	90.0 – 93.3	C+	76.7 – 79.9	D	63.4 – 66.6
B+	86.7 – 89.9	C	73.4 – 76.6	D−	60.0 – 63.3
B	83.4 – 86.6	C−	70.0 – 73.3	E	0.00 – 59.9

UF's grading policies are at: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Course Structure

This course consists of 18 learning modules. For each module, students need to read the assigned chapters of the textbook, watch lecture videos and supplemental videos, take a quiz, and complete assignments. In addition, students work in a team to carry out a research project in three phases (secondary, qualitative, and quantitative research). The course is designed such that students follow the modules in a sequential order. **All requirements of a module must be completed to unlock the next module.** The following is general information about the main requirements for the course. Detailed descriptions are provided in Canvas.

Quizzes: Quizzes assess students' comprehension and retention of the module's content. Each quiz has a time limit and must be taken individually. Although students may use their notes and refer to the text, they need to have a firm understanding of the module's content to be able to answer questions accurately and quickly within the given time.

Research Project: Students form a team and conduct a research project on a brand/client throughout the semester. The research project is designed to provide students with a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research. The student team acts as an agency research group charged with developing an advertising and marketing strategy for the brand that will result in the successful win of the account from the present agency of record. The team conducts research in three stages (secondary, qualitative, and quantitative) and present the findings in the form of a written report and an oral presentation. While each segment of the report is graded independently from other segments, the parts, when taken together, should demonstrate a cumulative growth in the team's understanding of the brand in terms of its potential appeal to the consumer.

Team member evaluation: The majority of course assignments are related to Research Project, for which students work with their teammates. For the success of the research project, it's important that team members have a good working relationship and contribute equally to the project. To assess individual students' contribution to the team project, students will be evaluated by their team members for their work on secondary, qualitative, and quantitative research. The team member evaluation is used to determine individual students' project grades as shown below.

ex)	Team grade on Secondary Research	=	95%	
	Team member evaluation on Secondary Research	=	80%	
	The student's Secondary Research grade	=	95% X 80%	= 76%

Peer Reviews: After teams submit secondary, qualitative, and quantitative research reports, each student needs to review and provide a critique of the report written by classmates. Students are asked to help fellow classmates to improve their report with constructive feedback and insightful analysis. Peer reviews are individual assignments.

Individual Assignments: There are other assignments such as discussion participation and Google Analytics Individual Qualification that students need to complete by themselves. More information is available in Canvas.

Course Format & Policy

This is an asynchronous online 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. Typically, a learning module is released on Monday while assignments are due by the end of the week. Students will not be excused for turning in the assignment late unless the reason is approved by the department chair or program director. Students' personal travel schedule and conflict with another course's deadline are not excusable reasons 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.

Late Submission: Some assignments may be submitted after the deadline. When a late submission is allowed, students have up to **six days** after the due date to submit the assignment. **Twenty percent of the assignment's grade is deducted each day the assignment is turned in late. In addition, students cannot access the next module until all assignments in a module are completed.**

Formatting, Spelling, and Grammar: 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 content. Points will be deducted from assignments where the content has formatting, spelling, and grammar errors.

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/.

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/

Recording of Class Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history,

academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and 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.