



ADV 3500

DIGITAL INSIGHTS

ASYNCHRONOUS (FULLY ONLINE)

SPRING 2024

INSTRUCTOR INFO



Instructor: Dr. Summer Shelton (preferred name for emails: Dr. Shelton)

E-mail: sumshelt14@ufl.edu

Office hours: Upon request/by appointment.

Hi, everyone! My name is Dr. Shelton. I'll be your instructor in this course. I received my PhD from the UF CJC several years ago. I was a professor of advertising for several years, but now work full time as the Research Director at a market research firm located in Washington, D.C. I'm looking forward to working with you this semester!

COURSE DESCRIPTION

Welcome to Digital Insights! Have you ever wondered how a brand makes decisions about their next advertising campaign? How will they know how it's likely going to be received? How will they know how it was actually received? How do brands select a target audience? How do they set prices for their products? Decide where to distribute their products? How do they determine how to position their brand? They conduct advertising/market research!

This course teaches you the knowledge and skills necessary to plan, design, and conduct secondary and primary research that aids important advertising and marketing decisions just like these. You'll learn about a range of research methods and techniques and implement them in your own project to obtain relevant and reliable data, information, and insights. You'll develop research instruments for original data collection and analyze the data in light of the research objectives you've developed. You'll use research findings to provide recommendations and future direction for a brand's advertising strategy or a 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 data and interpret the results in the context of research objectives
5. Provide insights in a written report that are presented in an easily understood and actionable way (i.e., data visualization)



PREREQUISITES

- 3JM ADV | STA 2023
- Minimum grades of C in ADV 3008 and MAR 3023



REQUIRED TEXTBOOK

There is no required textbook for this course. This does NOT mean that there are no required readings. I will post relevant industry and academic articles and publications that align with our weekly topics. Questions from these articles may (and likely will) be included in your weekly quiz.



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 tools such as Word, Excel, and Powerpoint
- Zoom with audio and video capability
- Qualtrics survey development tool (available to all students through UF)



GRADING CRITERIA

- Weekly Quizzes (1 intro quiz; 10 module quizzes - 10 pts. each) **110 points**
- Research Projects/Assignments - secondary, qual, quant **150 points**
- Other Module-Specific Assignments (exploring the profession, what's the key insight?, setting objectives, etc.) **100 Points**
- Final Project **140 points**

500 TOTAL



GRADING SCALE

- A 89.5 – 100
- B 79.5 - 89.4
- C 69.5 - 79.4
- D 59.5 – 69.4
- E 0.00 – 59.4

Students need to earn a C or higher to pass the class. UF's grading policies are at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>



COURSE STRUCTURE

This course consists of 16 modules. In a “typical” weekly module, you should:

- Complete the required readings
- Watch the provided lecture/supplementary content
- Complete your weekly quiz
- Complete assignments

Early in the semester, you'll be provided with a brand you will be completing projects for throughout the semester. Nearing the conclusion of the course, you'll complete your final project for this same brand that will involve you planning, organizing, executing, analyzing, and developing a written report of original research. More details will be provided in Canvas.



COURSE FORMAT & POLICIES

This is an asynchronous online course. This means it provides you with 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. Modules in this class are released on Monday mornings while assignments are due by the end of the week (Sundays at 11:59PM).

LATE WORK POLICY: Assignments are not accepted after the deadline. However, should you choose to submit an assignment after its deadline, twenty percent of the assignment’s points are deducted each day the assignment is turned in late, meaning after 5 days, you would receive a 0.

Personal travel schedules, conflicts with another course’s deadlines, etc. are not excusable reasons for turning in an assignment late. Do not wait until the day before the assignment is due to contact me with questions. Keep up with the readings and lecture videos and start assignments early.

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.

COMMUNICATION WITH THE INSTRUCTOR: All emails should contain a Subject Line pertaining to what you are emailing me about; they should contain a greeting (Hello, Dr. Shelton), a coherent message about your questions, needs, requests, and your name. All emails should be sent from your UF email address. Per university policy, I cannot respond to emails from a personal (i.e., gmail) email account.



COURSE FORMAT & POLICIES

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.ua.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.ua.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.



COURSE FORMAT & POLICIES

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.

WEEKLY TOPIC SCHEDULE

Below, you will find a broad overview of the topic schedule for the semester. More in-depth information and specific due dates for assignments are provided in Canvas. Schedule changes will be communicated via Canvas announcements, or through email.

WEEK 1 (Jan. 8 - Jan. 14): Intro/What can advertising/market research help brands do? What questions can it answer? What problems can it solve?

WEEK 2 (Jan. 15 - Jan. 21): The Profession

Week 3 (Jan. 22 - Jan. 28): RFPs/Business Problems

Week 4 (Jan. 29 - Feb. 4): Objectives

Week 5 (Feb. 5 - Feb. 11): Secondary Research: Pt. 1

Week 6 (Feb. 12 - Feb. 18): Secondary Research: Pt. 2

Weeks 7-9 (Feb. 19 - March 8): Primary Research: Qualitative

Week 10 (March 9 - March 17): Spring Break

Weeks 11-12 (March 18 - March 31): Primary Research: Quantitative

Week 13 (April 1 - April 7): Reporting/Data Visualization

Weeks 14-16 (April 8 - April 28): Final Project Preparation