

## **Digital Insights**

ADV 3500 Section 1A41

Fall 2025

Time: Tuesday 12:50 pm to 2:45 pm & Thursday 12:50 pm to 1:40 pm

Location: Weimer Hall 1074

### **Instructor**

Dr. Huan Chen

[huanchen@jou.ufl.edu](mailto:huanchen@jou.ufl.edu)

Office Hours: T/TH 11:30 am to 12:30 pm

### **TA**

Xinyi Zuo

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Office Hours: TH 2:00 pm to 4:00 pm

Zoom: <https://ufl.zoom.us/j/99828403304>

### **Course Description**

This course will equip students with the knowledge and skills needed to conduct research and generate insights in today's digital world. ADV 3500 will provide the foundational information necessary for decision-making to address communication and persuasion challenges across various social and cultural contexts. Students will develop an understanding of the digital world's ecosystem and culturally diverse society, while also learning about various research methods and analytical tools that can be applied to generate insights and support decision-making in this 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 communication.
- ◆ 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 participation in the capstone course in your sequence: Campaigns.

## **Recommended Text**

Jugenheimer, Donald W., Larry D. Kelley, Jerry Hudson and Samuel D. Bradley (2015),  
*Advertising and Public Relations Research (2nd ed.)*, New York: M.E. Sharpe.

## **Prerequisites**

The prerequisites for ADV 3500 are 3JM ADV; STA 2023; and a minimum grade of C in ADV 3008, MAR 3023, and MMC 2100.

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

### **Week 1**

8/21

Doing Research in a Digitalized and Culturally Diversified World

Ch 1

Introduction to Advertising Research

Ch 2

### **Week 2**

8/26

Introduction to Advertising Research

Ch1 & Ch2

A#1 DUE

8/28

Introduction to Advertising Research

Ch3

### **Week 3**

9/2

Introduction to Advertising Research

Ch4

Guest Lecture on Databases

9/4

AI & Data Analytics Workshop

#### **Week 4**

9/9  
Secondary Research & Situation Analysis  
Ch5

9/11  
Secondary Research & Situation Analysis  
Ch5  
A#2 DUE

#### **Week 5**

9/16  
Crosstab  
Simmon  
Test 1 Review

9/18  
Test 1

#### **Week 6**

9/23  
Primary Research – Qualitative Research  
In-depth Interview (Online vs. Offline)  
Ch9&Ch10  
A#3 DUE

9/25  
No Class/Conducting In-depth Interview

#### **Week 7**

9/30  
Observation (Online vs. Offline)  
Ch12&Ch13  
A#4 DUE

10/2  
No class/Conducting Observation

## **Week 8**

10/7

Focus Group (Online vs. Offline)

Test 2 Review

A#5 DUE

10/9

Test 2

## **Week 9**

10/14

Primary Research – Quantitative Research

Experiment Research

Ch17 & Ch24

SA DUE

10/16

Experiment Research

Ch24 & Ch25

## **Week 10**

10/21

Survey Research

Ch16 to Ch19

10/23

Survey Research

Ch16 to Ch19

## **Week 11**

10/28

Qualtrics Training

Test 3 Review

Qualitative Research Report DUE

10/30

Test 3

## **Week 12**

11/4

AI & Data Analytics Workshop

11/6  
Qualtrics Training

### **Week 13**

11/11  
AI & Data Analytics Workshop  
A#6 DUE

11/13  
Statistics/SPSS  
Chapter 32

### **Week 14**

11/18  
SPSS

11/20  
SPSS  
Quantitative Research Report DUE

### **Week 15**

11/25  
No Class/Thanksgiving Break

11/27  
No Class/Thanksgiving Break

### **Week 16**

12/2  
Group Presentations  
Final Group Project Report DUE

## Evaluation of Grades

Assignment	Total Points	Percent of Grade
Assignments	300	30%
• Small assignment *4	30*4	
• Big assignment * 2	90*2	

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.edu/UGRD/academic-regulations/grades-grading-policies/>

## 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/UGRD/academic-regulations/attendance-policies/>

## Student Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodation should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to

share their accommodation letter with their instructor and discuss their access needs 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 giving feedback professionally and respectfully 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 at class on time and behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held to a 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://sccr.dso.ufl.edu/process/student-conduct-code/>) specifies a number of behaviors that violate 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.

### **In-Class Recording**

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 guest lecturer during a class session.

Publication without permission from 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.

## **Campus Resources**

### **Health and Wellness**

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

*GatorWell Health Promotion Services:* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

### **Academic Resources**

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.



*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

*Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process.](#)