

Fall 2015
ADV 3500 ADVERTISING RESEARCH

Instructor: Dr. Huan Chen **Class Location:** NSC 0227 **Email:** huanchen@jou.ufl.edu

Office: 2074 Weimer Hall **Office Phone:** 392-0447 **Office hours:** T/TH 10:30 am to 11:30 am

Class Time: T 11:45 am to 12:35 pm & 12:50 pm to 1:40

TH 11:45 to 12:35 pm

I will try to respond your email **ASAP**. Don't expect me to reply your message within 1 minute. If you don't receive my response within **24 hours**, please send me another email because I probably miss your messages. I usually check email during the weekdays from about **9am-5pm**.

RECOMMENDED COURSE TEXT

Jugenheimer, Donald W., Larry D. Kelley, Jerry Hudson and Samuel D. Bradley (2014), *Advertising and Public Relations Research (2nd ed.)*, New York: M.E. Sharpe.

COURSE DESCRIPTIONS AND OBJECTIVES

Course Description: This course will acquaint students with research methods used in the advertising and marketing fields. ADV 3500 will provide information for solving problems in the decision-making process of media, creative, and management. Students will learn the basic fundamentals of primary and secondary research this semester.

Course Goals: The objectives for this course are as follows:

- To help in understanding various types of research and how they are used in advertising and marketing.
- To know where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus.
- To gain hands-on experience in the creation and execution of various research techniques, such as in-depth interview, observation, and survey.
- 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 the participation in the capstone course in your sequence: Campaigns.

Prerequisites:

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

COURSE POLICIES

Participation

Participation points are given. PARTICIPATION IS ABSOLUTELY ESSENTIAL IN THIS CLASS! This class is only as interesting and worthwhile as you make it. Participation points are earned through the classroom leadership.

Classroom leadership involves the overall attitude you express, the acceptance of alternative points of view on controversial issues (you don't have to agree but you have to respect another's right to his/her own opinion), providing relevant examples, and participation in activities and discussion. Constant moaning and groaning, resistance to course activities, talking to your friends during lecture, falling asleep and continuously asking if we are going to get out early are examples of poor leadership and will be reflected in your grade. The instructor will decide the grades for class participation at the end of the semester.

Attendance and Tardiness

The policy of University of Florida is that students are expected to attend every class meeting. Advertising Research is a rich, comprehensive practice that cannot be passively learned. Therefore, my policy is this: You may miss TWO class sessions per semester without penalty. Beyond that, you are allowed to miss another TWO class sessions due to “regularly scheduled, University-approved curricular and extracurricular activities” as well as “other legitimate, but unavoidable reasons”. You should notify me your potential absences prior to the class. Each missed class session beyond the allowable FOUR as described above will result in failure of the course. Exceptions will be rare and handled at the instructor’s discretion.

If tardiness becomes chronic, two occurrences count as one absence. If a student enters late, it should be done quietly. The student is responsible for reminding the instructor at the end of the class to correct the attendance record from an absence to a tardy.

Classroom Etiquette

Please demonstrate courteous behavior to others in the class. Avoid behavior that is rude or that prevents you from taking part in class activities and discussions.

- Be respectful of other students by arriving on time.
- Appropriate, professional language is expected during discussions and during presentations.
- Mobile telephones and other electronic devices should be turned off during class, and laptop computers should only be used for work for this class. Students should not do homework, study for other classes, check or send email/text messages, or play games, etc. during class time.

Reading and Written Assignments

Reading the required material before class is imperative for success. If you fail to attend a class, don't ask me what you missed; ask one of your fellow classmates.

Written assignments should be typed in twelve-point font, double-spaced with one-inch margins, free of errors (spelling, grammatical, and typographical), and stapled in the upper left-hand corner. Double-sided printing is encouraged. Cover sheets and clear protectors are not required. APA documentation should be used in the bibliography.

Late Work

Assignments are due at the beginning of class. Any work that is turned in after that is considered late. Late work is assessed a 10% penalty for each day it is late. No work is accepted a week after it was originally due.

Academic Misconduct

Academic misconduct is a serious offense that could affect one's college experience. Cheating, plagiarism, fabrication, interference, violation of course rules, and facilitating academic misconduct are referenced in the following link: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>

Access

If you have specific physical, psychological or learning disabilities and require accommodations, please let me know early in the semester so that your learning needs may be appropriately met.

GRADING

Use the tables to record your grades. To figure your grade at any point in the semester, use the following formula: received/possible

Course Grade and Average Percentage			
A 93-100	B+ 88-89	C+ 78-80	D 65-69
A- 90-92	B 84-87	C 70-77	F < 65
	B- 81-83		

Assignment	Earned	Possible
Assignments (30*10)		300
Exam 1		100
Exam 2		100
Exam 3		100
Team Project		350
Participation		50
Total		1000

TENTATIVE CLASS SCHEDULE

Date	Topic
Week 1 8-25	Introduction to Advertising Research Ch 1
8-27	Introduction to Advertising Research Ch 2 to Ch 4
Week 2 9-1	Secondary Research Ch 5 & Ch 8 Lab session A#1 DUE

9-3	Secondary Research Ch 7 Team formation
Week 3 9-8	Secondary Research Ch 6 Lab Session A#2 DUE
9-10	Test 1 Review
Week 4 9-15	Test 1 (Ch 1 to Ch 8) Group Work on SA
9-17	Primary Research – Qualitative Research Ch 9
Week 5 9-22	Focus Group In-depth Interview Ch 10 & Ch 12 SA DUE
9-24	No Class/Conducting in-depth interview
Week 6 9-29	Context Analysis Ethnography Ch 11 & 13 A#4 DUE
10-1	No Class/Conducting field observation
Week 7 10-6	Qualitative data analysis Handling qualitative findings Ch 14 & 15 A#5 DUE
10-8	Test 2 Review
Week 8 10-13	Test 2 (Ch 9 to Ch 15) Group work on Qualitative Research Proposal

10-15	Primary research – Quantitative Research
Week 9	
10-20	Survey Research Ch 16 to Ch 19 Qualitative Research Proposal DUE
10-22	Survey Research Lab session
Week 10	
10-27	Experiment Research Ch 24 & Ch 25 A# 6 DUE
10-29	Quantitative data analysis Introduction to SPSS
Week 11	
11-3	Descriptive Statistics Lab session
11-5	Test 3 Review
Week 12	
11-10	Test 3 Group work on quantitative research proposal
11-12	Inferential Statistics Chi-square
Week 13	
11-17	Inferential Statistics T-Test Lab session A#7 DUE Quantitative research proposal DUE
11-19	Inferential Statistics ANOVA A#8 DUE
Week 14	
11-24	Inferential Statistics Correlation Lab session A#9 DUE
11-26	No Class

Week 15

12-1

Group meetings with instructor
A#10 DUE

12-3

Group Presentations

Week 16

12-8

Group Presentations
Final Group Project Report DUE