

ADV 6505

advertising research methods

Fall 2012

Instructor: Dr. Robyn Goodman

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Office hours: M 4th period, T 6-7th, or by appointment. No appointments on Fridays.

course description

This course introduces students to the methods most commonly used in scholarly and professional research in advertising, including secondary, qualitative, survey, and test markets. It will provide students with a basic understanding of the research process with emphasis on problem identification, appropriate method selection, including strengths and weaknesses of alternative methods, and planning and executing research. The course will introduce students to the relationships among decision-making, theory, and research.

Research Methods in Advertising is designed to provide students the depth of knowledge to design and execute a research project from problem identification through data collection. Additional courses will be required to gain the knowledge necessary for statistical data analysis.

instructional approach

The format of this course is largely lecture and active discussion/participation. Therefore, students are expected to come to class prepared to actively participate in class discussions. An important aspect of this course is that students think critically and learn actively and independently.

course requirements

Readings, class attendance, participation, homework, and exams.

basis of course grade

Class participation/attendance/homework	10%
Exam 1	40%
Exam 2	20%
Final Take-home Exam	30%

grading scale

93-100	A
90-92.99	A -
88-89.99	B+
83-87.99	B
80-82.99	B-
78-79.99	C+
73-77.99	C
70-72.99	C-
68-69.99	D+
63-67.99	D
60-62.99	D-
Below a 60	E

elearning

Most of the course materials will be posted on elearning. www.lss.at.ufl.edu. Click on the button to enter elearning on the left-hand side of the screen. Also you may want to bookmark <http://libguides.uflib.ufl.edu/advertising>. It is the special gateway to advertising-specific resources in the library.

powerpoint note shells

There will be note shells in powerpoint ONLY on elearning in the resources folder. If you don't have powerpoint on your computer then you will have to use a computer lab on campus to access them and print them (or convert them to a file that you can use on your computer). **Please note the following about these shells:** 1.) Copyrighted materials that I DON'T have permission to distribute are not in these. Thus you may see a graphic or a visual in lecture that is not and cannot be a part of your notes. 2.) These notes ARE NOT COMPLETE. I delete parts of them to force at least some writing/taking of notes on your part. You generally remember materials better when you see, hear, and write it down rather than just sitting back and listening in class. 3.) I am not required to provide these for you.

class participation, attendance, in-class discussion, homework

Your presence and contribution are important, and they are required for a successful class. Therefore, you will be graded for both attendance and **active** class participation (meaning you speak in class). If you don't ever speak up in class and/or are not prepared for discussions, then you will not receive much credit for this section. If I catch you texting, checking email/Facebook, or any other activity other than taking notes in class, you will lose 2% on your final grade for each time this happens. Each day class participation, when applicable, will be graded as: 2 = active speaking and contribution, 1 = some speaking/contribution but limited, 0 = did not speak.

If you are ill or have another excusable type of absence (court appearance, medical emergency, religious holiday, conference presentations), you need to notify me before class in order for it to be excused. Things that aren't excused are holiday travel, meetings for other classes, sporting events, social engagements and the like. More than one absence will result in the loss of a full letter grade from your final grade.

As you know by now, graduate school requires a lot of reading. Please don't waste your valuable time and money by not coming to class prepared. This is your opportunity to critically engage with the course material! I know some people are shy and English is not everyone's first language, but this is not an excuse for not participating.

Student who either have less than 50% for class participation or who miss (or get a 0) on more than one in-class discussion write up will not be eligible for any kind of curve to their grade at the end of the semester. Your grade will be your raw percentage score.

in-class discussion

These will be "assignments" that you need to read and write up the assignment PRIOR to class. We will be discussing the assignment in class, and you will hand in your TYPED write up. You won't be graded in terms of right or wrong answers but in terms of the quantity and/or quality of the write up discussion. Make sure you have this printed and ready to hand in class or else it will be late. Grading will be 2 = excellent, 1 = some errors or other issues, 0 = did not due or poor quality/major errors/numerous errors.

homework

You will have multiple homework assignments throughout the semester. The goal of these assignments is to help you better understand the readings from class. You can find these assignments on elearning.

exam 1

You will be given 2 hours to complete this exam. There will be 25 multiple choice questions and then several short answer or short essay questions. You may bring in a laptop to type your exam. There will be a short period of time (TBD) that you will be allowed notes, but most of the exam will be closed book.

exam 2

You will be given 1 hour to complete this exam. It will be all multiple choice questions over observation research to the end of the semester. This exam will be closed book so no notes allowed.

final take-home exam

You will have approximately two weeks to complete a take-home exam at the end of the semester. This exam will test your ability to apply what you've learned throughout the semester to real-world advertising problems. This exam will take a substantial amount of time to complete so plan accordingly. You will need to cite your sources for this exam. You MAY NOT work with others on this exam.

late paper/homework policy: You will lose one letter grade for each day it is late. If it is an in-class assignment, you will simply receive a 0 for that day's participation

missed exam policy: You will be allowed to make up exams at the instructor's convenience IF you had an excused absence and you notified the instructor in advance.

other grading factors: Disruptive or argumentative behavior may result in a lower grade.

texts

The Practice of Social Research, most current edition by Earl Babbie
Additional readings will be available on elearning or handed out in class.

plagiarism and academic dishonesty

It is YOUR responsibility to make certain you understand what constitutes plagiarism and to ensure that you give proper credit anytime you draw on someone else's writing. I urge you NOT to rely on what you think you learned about plagiarism in high school or the standards allowed/required in your undergraduate classes or non-UF graduate programs. If you're not certain you understand what's acceptable and what isn't, check out these websites:

<http://www.indiana.edu/~wts/wts/plagiarism.html>,

<http://www.sja.ucdavis.edu/sja/plagiarism.html>

If you read these materials and still aren't certain what's acceptable, ASK ME! Do not assume that any other student or professor can tell you what will be acceptable in my class. There is no penalty for asking questions, but there ARE penalties for failing to credit someone else's work properly because you didn't ask questions.

Be especially careful about the use of information you find on the Internet. It is all too easy to copy and paste background information into your papers, but unless you enclose such information in quotation marks and clearly cite the website from which it came, this constitutes plagiarism. Even if you paraphrase, you must include a clear reference to any written materials on which you've drawn.

Be aware that if I suspect, for whatever reason, that material in one of your papers is plagiarized, I can submit the paper to a web-based plagiarism checking program. Relatively minor and clearly unintentional instances of plagiarism will result in your being required to re-write the paper and receiving a failing grade on that paper. More extensive plagiarism, even if unintended, and ANY instance I believe represents an intentional attempt to pass off someone else's work as your own will result in a failing the course and possibly be dismissed from the program (that will be up to the graduate committee).

I have had issues with plagiarism in previous classes. I will not tolerate it. Other professors may choose to "work with you" by having you re-write the paper. I do not do this, so don't expect it if you're caught.

students with special challenges

Students affected by such challenges and requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the professor when requesting accommodation. Accommodations aren't made "after the fact," meaning if you do poorly on an exam and then bring in a letter from the Dean of Students the contents of that letter go in effect the day I receive it. This is university policy.

the syllabus may change during the semester. you will be given notice of any changes.

Date	Topic	Readings	Assignments due
Aug 27	Course introduction, Research process	Babbie: Chp 1; pp. 43-59; Davis: 18-25 (on elearning)	
Sep 3	NO CLASS. LABOR DAY.		
Sep 10	Research process/Ethics/Research design	“Analyzing Theme Park Visitors” (elearning) Babbie: Chp. 3-4 “Advertising Research Ethics and Kids”(elearning)	In-class exercise 1 (research process) due
Sep 17	Research design/Conceptualization & Measurement	Babbie: Chp. 5	Homework 1: Research process due
Sep 24	Conceptualization & Measurement/Comparative & non-comparative scaling	Babbie: Chp. 6	In class-research design due
Oct. 1	Sampling	Babbie: Chp.7	Homework: Operationalization due In-class sampling due
Oct 8	Likely no class. Goodman out of town.		
Oct 15	Observation research/Brand mapping	“Read the face to get inside consumers’ minds”; “Bio-sensory metrics can deliver advertising insights”; “Brand mapping reading”; “One to one insight case”; “Mindsign”; “Eye tracking”	In class observation research due (just do your best on it; you either get credit or no credit)
Oct 22	EXAM 1 (2 hours) Brand mapping		Covers research process to sampling
Oct 29	Experiments	Babbie: Chp. 8	
Nov 5	Surveys	Babbie: 9	Homework: Experiments due Assign groups for Qualitative homework
Nov 12	Qualitative Research	Babbie: 286-292; 303-317; “Focus-group interview and data analysis”; Analyzing theme park visitors”	Survey in class exercise due
Nov 19	Qualitative Analysis/Segmentation	Babbie: Chp. 13; “Finding the Right Lifestyle Group”: “Making Market Segmentation Work”	In class segmentation due
Nov 26	Segmentation/Concept & copytesting	Take-home exam released “Mapes and Ross....”	Homework: Qualitative research due

Date	Topic	Readings	Assignments due
Dec 3	EXAM 2 (1 hour) Concept & copytesting/Audience re- search		Covers observation research to segmentation

FINAL TAKE-HOME EXAMS ARE DUE Thursday, DECEMBER 6th AT NOON. THERE WILL BE NO EXTENSIONS. You will be submitting it electronically to elearning.