

ADV 6505

advertising research methods

Fall 2013

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Office hours: T 6-7th, Th 3-4th or by appointment. No appointments on Wednesday & 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 with active discussion/participation and an applied project. 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, project, and exams.

basis of course grade

Class participation/attendance	5%
Homework	5%
Exam 1	25%
Exam 2	10%
Final Take-home Exam	20%
Research Project (including drafts, call reports, final)	35%
BELOW ARE WHAT EACH COMPONENT OF THE RESEARCH PROJECT COUNTS FOR.	
Call reports	5%
Peer evals	40%
Rough draft	5%
Final draft	50%

grading scale

95-100	A
90-94.99	A -
87-89.99	B+
83-86.99	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 (also referred to as SAKAI)

Most of the course materials will be posted on SAKAI 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 SAKAI 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. Learning theories show that you remember materials better when you see, hear, and write it down rather than just sitting back and listening in class.

online lectures

There will be some lectures online in the resources folder in a folder named "Lectures." You are to view these, take notes, and come to class ready to ask any questions you have from these. Please mark the slide number where you had a question. I do this so that we can have more interaction in class and I have time to work with and guide you on your research project and other in-class exercises.

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, missed airplane, social engagements and the like. More than one unexcused 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 and class preparation. 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 should not prevent you from 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 SAKAI in the assignments tab.

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 45 minutes 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. This exam will have 20 minutes out 60 that you may use notes.

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. You MAY NOT work with others on this exam.

research project

I will give you a separate handout regarding the research project. You will likely have team meetings with me outside of class time.

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.

topics with ** are online lectures.

Date	Topic	Readings	Assignments due
Aug 26	Course introduction, Research process	Babbie: Chp 1; pp. 43-59; Davis: 18-25 (on SAKAI)	
Sep 2	NO CLASS. LABOR DAY. **Ethics**	Watch the Ethics lecture on SAKAI (resources folder>lecture folder) before class on the 9th. Babbie Chp. 3, "Advertising Research Ethics and Kids"(elearning)	
Sep 9	Research process/Research design Client briefing.	Babbie: Chp. 4	In-class exercise (research process) due Begin gathering secondary research. Choose team leader.
Sep 16	Research design/Qualitative Research	Babbie: 292-303; 314 to end; "Focus-group interview and data analysis"; "Analyzing theme park visitors" http://www.marketingresearch.org/node/12310	Homework 1: Research process due In-class exercise (research design) Begin working on qualitative research for project Call report 1 due

Date	Topic	Readings	Assignments due
Sep 23	Qualitative Research **Qualitative Analysis**	Watch Qualitative Analysis on SAKAI before class.	In-class exercise (qualitative analysis) due Call report 2 due
Sep 30	Conceptualization & Measurement	Babbie: Chp. 5	Call report 3 due
Oct 7	**Comparative & non-comparative scaling** Survey	Babbie: pp. 175-184 (Babbie will talk about things we won't and vice versa); Babbie Chp 9 Watch Comparative & Non-comparative scaling on SAKAI before class.	Homework: Operationalization due Call report 4 due Begin working on survey for project
Oct. 14	Survey finish. Basics on Qualtrics. **Brand mapping**		In class exercise (survey) Call report 5 due
Oct. 21	Exam 1 (2 hours) Sampling	Babbie: Chp. 7	Exam cover Research process through survey Call report 6 due (Tues noon) Group evals due (Tues noon) May replace team leader.
Oct 28	**Observation Research** Finish Sampling Segmentation	View Observation Research lecture on SAKAI. "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" "Finding the Right Lifestyle Group"; "Making Market Segmentation Work"	Call report 7 due Individual meetings with Goodman regarding team performance.
Nov 4	Experiments **Audience Research**	View Audience Reserch lecture on SAKAI Babbie: Chp 8	Call report 8 due
Nov 11	NO CLASS. VETERAN'S DAY.		Rough draft research project due on Nov. 11
Nov 18	Work on research project		
Nov 25	Concept & copy testing	Take Home exam released	Final Research Project due
Dec 2	Exam 2 (1 hour)		Covers sampling to end of semester Team member evaluations due

FINAL TAKE-HOME EXAMS ARE DUE Thursday, DECEMBER 5th AT NOON. THERE WILL BE NO EXTENSIONS. You will be submitting it electronically to SAKAI.