

Advertising Research (ADV 3500 – section 11E5)

Fall Semester, 2015

Mon. 4th-5th (10: 40 am- 12:35 pm), Wed. 4th (10:40 am- 11:30 am)

Weimer 1070

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Office hours: Wednesday 1:00 pm to 3:00 pm / Other times by appointment.

Course description

Welcome to Advertising Research. This course provides an introduction to advertising research, which is a specialized form of marketing research conducted to improve the efficiency of advertising. This course aims to provide students with knowledge and skills which are necessary to design appropriate advertising research projects for various research goals. The focus of this course is to introduce students to the social science research methods that are commonly used in the advertising field. These methods can help advertisers understand consumers better and make effective advertising plans. I look forward to working with you in this semester.

Prerequisites

You must have a minimum grade of C in ADV3008, STA2023, and MAR3023.

Online site for course information

Please check **Canvas** (UF Elearning System) frequently for course materials, assignments and announcement. Please note that you are responsible for checking the Canvas course website prior to each class period in order to obtain lecture outlines, e-mail notices, and other additional reading material. Lecture notes will be made available on the Sakai website as PDF file format. Students should understand that the notes are merely an overview of class discussion. Therefore, the notes only serve as a supplement to regular attendance, class participation, and “old fashioned” note taking.

Text book

Recommended readings:

Davis, Joel, J. (2011), *Advertising Research: Theory & Practice*, Second Edition, Prentice Hall: Upper Saddle River, NJ.

Required equipment

A scientific calculator (You need to use it for in-class exercise, homework and exams)

Your course goals (SLOs)

- (1) Interpret the importance of advertising research in the process of advertising planning;
- (2) Interpret some important concepts in the area of social science research;
- (3) Apply research designs and methods that are frequently used in the advertising field;
- (4) Analyze data by using fundamental statistical techniques;
- (5) Evaluate advertising research plans based on the knowledge learnt in class;
- (6) Create a detailed plan of advertising research.

Classroom procedures

- Please turn off your cellphone.
- No food is allowed in class.
- You may have beverages in class, but please have a lid on the container. Don't leave the container in the classroom.
- Please come to the class on time. If you come late for several times, your grade will be negatively influenced.

Graded Assignment

Percentage	Assignment
10%	Quiz 1
10%	Quiz 2
15%	Final Exam
15%	Group project 1
20%	Group project 2
20%	Group project 3
10%	Class Participation (Attendance, homework assignments, in-class exes, etc.)
100%	Total

Quizzes (20%) & Exam (15%)

Two quizzes and an exam will be held in class during a regularly scheduled class period. The quizzes and exam are designed to test students' knowledge of important topics covered in the textbook chapters, class discussions, in-class exercises, and homework assignments. The exam includes all the topics discussed during the semester. The general format of quizzes and exam is a combination of *multiple choice, short answer, and essay questions*. The dates of quizzes and exam are listed in the course schedule on the last page of the syllabus. Quizzes and exam grades will be posted on the Canvas website.

Group project (55%)

The research project is meant to provide students with a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research. Students are responsible for forming a research team of 7 members, with whom they will work throughout the semester. The student team will act as an agency research group charged with developing an advertising strategy for A REAL CLIENT. The team will conduct research in three stages (secondary, qualitative, and quantitative) and present the findings in the form of a written report and an oral presentation to the client. While each segment of the report will be graded independently from other segments, the parts, when taken together, should demonstrate a cumulative growth in the team's understanding of the client in terms of its potential appeal to the target consumers. All teams should submit an electronic copy of secondary research and qualitative research project, respectively, and both a hard copy and an electronic copy of their final project. The final grade of the team project for each student is a combination of the client's, the instructor's and team members' evaluation. Team project reports won't be returned to students, and may be used as a reference by the client and for the course in the following semester. More details will be provided about team projects in separate handouts.

Team member evaluation

Students will spend much of their outside class time working with their team members, with the team

projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members on a 100 point scale using the online survey available on the Sakai system. Team member evaluation grade takes 30% of an individual student's project grade.

E.g. Team project grade (70%) = 100 (out of 100)

Team member evaluation (30%) = 70 (out of 100)

The individual student's project grade (100%) = $(100 \times 0.7) + (70 \times 0.3) = 70 + 21 = 91$

The team member evaluation is due **by 9PM on each project due date**. The rule regarding late assignments is applied to the team member evaluation. After the 9PM deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

Extra Credit

At various times throughout the semester, students may have some opportunities to earn extra credit.

Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

Grading

Your work for the course will be evaluated on the following scale.

A = 100 - 93

C = 76 - 73

A- = 92 - 90

C- = 72 - 70

B+ = 89 - 87

D+ = 69 - 67

B = 86 - 83

D = 66 - 63

B- = 82 - 80

D- = 62 - 60

C+ = 79 - 77

E = 59 and below

Class attendance, make-up exams, and late work

Students must notify the instructor within **the first two weeks** of class of any specific days that they will miss class for religious observance.

If a student cannot complete an assignment or take a quiz/exam at the scheduled time, arrangements must be made in advance with the instructor. Failure to do so will result in the reduction of one grade level from the earned score on assignments, or zero on quizzes/exam. Exemptions and make-up exams may be made for excused absences.

In order to receive an excused absence, it is the student's responsibility to 1) inform the instructor **before** the class meets except in certain (rare) emergency situations, and 2) provide the instructor with written documentation of emergency (e.g., medical note from a certified physician) when you come back to class. Documentation must be checked before an excused absence is accepted.

Excused absences include:

- Religious holidays (only the holiday). Your memo must be turned in before the holiday.
- Documented, necessary medical (a doctor's note or prescription) excuse or official documented legal excuse. The Student Health Center will provide you a specific kind of note that indicates they think you should miss class or will need to miss additional days. If your note will reflect that missing class was not medically necessary, I will likely not allow you to make-up any work missed.
- Death in the family. You must provide a funeral program and the phone number of the funeral home for me to verify.

- Car accidents. Again, I will need documentation. There should be a report filed with the police department that you can turn in.
- Course-related activities for other university classes—if dated letter of request is made by the professor of the class on official letterhead. Must be received before the absence.
- University competitive events (that means athletes and not fans). You will need a letter from your coach or the athletic department. These must be arranged before the absence.
- Paid employment excuse—only if your supervisor requests the absence in a signed letter on business letterhead.

Other 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/ugrad/current/regulations/info/attendance.aspx>.

Academic honesty

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

(<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of 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 in this class.

Students with disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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 accommodation. 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:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Schedule of Topics and Assignments

Note: We will make some adjustments to topics based on class input and the number of students in the class.

Week	Date	Topic	Assignment	Reading
1	8/24 Mon	Introduction & Syllabus Review		

	8/26 Wed	Why Research in Advertising		
2	8/31 Mon	Advertising Planning Process & Advertising Research Process	In-class Exercise: Positioning Statement In-class Exercise: Problem Statement	Chapter 1
	9/2 Wed	Client Introduction (Guest Speech)	Team Formation	
3	9/7 Mon	Holiday, No Class		
	9/9 Wed	Secondary Research		Chapter 3
4	9/14 Mon	Audience Measurement & Media Expenditures	In-class Exercise: Share, Rating, CPM In-class Exercise: MRI In-class Exercise: Media Expenditures	
	9/16 Wed	Library Resource Introduction (Guest Speech)		
5	9/21 Mon	Collecting Qualitative Insights		Chapter 5
	9/23 Wed	Focus Groups (I)		Chapter 6
6	9/28 Mon	Focus Groups (II) Guest Speech (Mr. Robert Norberg)		Chapter 6
	9/30 Wed	Quiz 1		
7	10/5 Mon	Qualitative Data Analysis	Project 1 Due - Submit the report by 9 pm Oct. 4th	Chapter 7
	10/7 Wed	Guest Speech (Focus Group)		
8	10/12 Mon	Data Collection through Surveys (I)		Chapter 10
	10/14 Wed	Data Collection through Surveys (II)	In-class Exercise: Survey Methods In-class Exercise: Primary Research Methods	Chapter 10
9	10/19 Mon	Measurement		Chapter 11
	10/21 Wed	Qualtrics Introduction (Guest Speech)		
10	10/26 Mon	Writing Survey Questions		Chapter 12
	10/28 Wed	Quiz 2		
11	11/2 Mon	Project 2 Presentation	Project 2 Due – Submit the report and by 9 pm Nov. 6th	
	11/4 Wed	Questionnaire Design		Chapter 13
12	11/9 Mon	Quantitative Data Analysis (I)		Chapter 15, 16
	11/11 Wed	Holiday, No Class		
13	11/16 Mon	Quantitative Data Analysis (II)		Chapter 15, 16
	11/18 Wed	Quantitative Data Analysis (III)		Chapter 15, 16
14	11/23 Mon	To be determined		
	11/25 Wed	To be determined		
15	11/30 Mon	Final Project Presentation	Project 2 Due – Submit the report and by 9 pm Dec. 4th	
	12/2 Wed	Review Study Guide		
16	12/7 Mon	Final Exam		