

**ADV 3500 (Section 11E5)  
Advertising Research**

Fall 2013

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

Florida Gymnasium (FLG) 0270

Instructor: Jihye Kim

Office: Weimer 2041A

Office hours: Tues.: 7th -8th (1:55-3:50), Thur.: 5th (11:30-12:35) (and by Appointment)

Office phone: 352-846-1154

E-mail: jihyekim@ufl.edu

**Course Description**

Advertising Research involves the acquisition, evaluation, and analysis of information for advertising and marketing decisions. Emphasis is given to six primary areas:

1. Understanding the scientific method for answering brand- and marketing communications-based questions,
2. Developing explicit and measurable research objectives,
3. Developing adequate research plans to solve those objectives,
4. Implementing appropriate methodologies to answer the questions proposed by the objectives,
5. Analyzing data, and
6. Preparing the reports that communicate the results of the research.

**Course Prerequisites**

The prerequisites for ADV 3500 are a minimum grade of C in ADV 3000, STA 2023, and MAR 3023.

**Required Textbook**

Davis, Joel, J. (2011), Advertising Research: Theory and Practice (2nd edition), Prentice Hall: Upper Saddle River, NJ.

Or

Davis, Joel, J. (1997), Advertising Research: Theory and Practice, Prentice Hall: Upper Saddle River, NJ.

There are several editions of this book available around campus. Please check the contents of the book and obtain the edition that contains the following chapters: Chs. 1, 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 14, 15, 24, 25, and Appendices A & B.

## Other Lecture Material

**The Sakai Course Website** (<http://lss.at.ufl.edu/>): This course website provides all the course information including the PowerPoint lecture notes. You can access the Sakai course website at any time with your UF ID and password. Please note that you are responsible for checking the Sakai course website prior to each class period in order to obtain lecture outlines, e-mail notices, and other additional reading material.

**Lecture Notes:** Lecture notes will be made available on the Sakai website as PDF file formats. Students relying entirely on the online notes should understand that the notes are merely an overview, if not an introduction, to the depth that will be explored in class discussion. Therefore, students are cautioned to use the notes only as a supplement to regular attendance, class participation, and “old fashioned” note taking.

## Student Objectives

The objectives of the course are as follows:

- To familiarize students with research as an applied scientific discipline, particularly in terms of its importance to making marketing and advertising decisions.
- To acquaint students with a range of research techniques commonly used in advertising, marketing, and mass communication.
- To give students a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research.

This course is a general introduction to advertising research, and it is not intended to make you a complete advertising research professional. However, by the end of this course, you will have an appreciation for the job of the research professional and the process involved in making sound marketing and advertising decisions.

## Course Requirements

The requirements for this course have been designed to provide the student with the concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. The course requirements for students are:

### **Examinations (30 Percent)**

Exams are held *in class for 90 minutes* during the regularly scheduled class period. Exams are designed to test the student’s knowledge of the main topics covered in the text chapters, class discussions, in-class exercises, and experience from team projects. The general exam format is a combination of *multiple choice, short answer, or essay questions*. Exam grades will be posted on the Sakai website.

○ **Exam 3 (Make-up Exam)**

If a student misses an exam for an excused reason AND notifies the professor BEFORE the class, the student will be given an opportunity to take a make-up exam at the end of the semester. If a student does not notify the professor before the class OR his or her absence is not excused, the student will receive a zero on the exam. Please refer to p. 4 of this syllabus for examples of excused absence.

**Team Project  
(50 Percent)**

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 5 to 6 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 an assigned brand that will result in the successful win of the account from the present agency of record. 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 at the conclusion of final research stage. 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 brand in terms of its potential appeal to the consumer. The target market for research is college students (19-24). 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. Team project reports won't be returned to students and may be used as a reference for the course in the following semester. Students who do not wish to have their team project reports used as a course reference should notify the professor at the time of project report submission. (Un)willingness to share the team project report will not affect the student's grade in any way. 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.

## Attendance

There is a high correlation between regular class attendance and the best grade. I reserve the right to reduce your final grade by half a letter grade for each unexcused absence after the initial five. When you miss points for quiz and class participation for an excused absence, I will average your points for quiz and class participation for the semester and assign you that average score to the day you missed.

### ○ Excused Absences

In order to receive an excused absence, the student must let the professor know s/he will miss class BEFORE the class meets except in certain (rare) emergency situations. You may email or call the professor. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. 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 to count as an excused absence.
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). Please note: the Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days. So DON'T MISS CLASS FOR NON EMERGENCY VISITS because your note will reflect that missing class was not medically necessary and 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. Unfortunately, a few unscrupulous students in the past have forged these documents, so I have to have the phone number to call and 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 a 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—only if your supervisor requests the absence in a signed letter on business letterhead.

The following is a partial list of the types of situations that are NOT considered excused absences (meaning you will receive a zero for missed work):

- Job interviews
- Social events
- Meetings: including group meetings for other classes, meetings for roommate problems, meetings with other professors
- Entertaining out-of-town guests
- Holiday/travel plans
- Weddings
- Family emergencies (if there isn't a letter from the Dean of Students)
- Couldn't find a parking spot, my bus was late, I ran out of gas, etc.
- Went out of town and having problems getting back due to weather, bus problems, car problems, etc.
- My parent/friend/grandparent/pet is ill.

### **Extra Credit**

At various times throughout the semester, students may have an opportunity 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.

### **Follow Instructions**

Your grade will reflect how well you follow instructions. In the “real” world, you learn about projects during conversations with AEs and clients. You must listen and take notes. If you don't follow written or verbal instructions on your exams and assignments, you won't receive full credit for your answers or work. Don't be afraid to ask for help when you need it.

## Grades

### ○ **Determining Your Final Grade (Formula for calculating your grade in this course)**

The student's overall course grade will be based on the following criteria:

		Points
Exams*	2 in-class exams @ 20 pts. each	40
Projects		
Project 1	Secondary research (Problem statement)	10
Project 2	Qualitative research	15
Project 3	Quantitative research	15
Presentations	Average of the 3 presentations	10
Class participation	Attendance, in-class exercises, homework assignments, class discussions, Bio info & Team info, etc.	10
Extra credit	Research participations, etc.	+ $\alpha$
<hr/>		
TOTAL		100

\* There is no final exam.

### ○ **Determining Your Final Letter Grade**

Your grade is based on the number of points that you earn out of 100. If you earn 93 of 100 points, you are assigned an A, 83 is a B, etc. (Note that this course does not assign D+)

A = 93 - 100	C + = 77 - 79
A - = 90 - 92	C = 73 - 76
B + = 87 - 89	C - = 70 - 72
B = 83 - 86	D = 60 - 69
B - = 80 - 82	F = LESS THAN 60

### ○ **Grading Criteria**

Letter grades for this course will be based on the total points accumulated over the term. Students who earn a C or better will fulfill the ADV3500 requirement for graduating with a degree in advertising and will not be required to retake the course.

### ○ **Minus Grades**

Since this course uses minus grades, students should be aware of the resulting changes in the grade point equivalencies of letter grades. You can see the comparative chart depicting the changes to the official grading scale at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

### Personal Emergency

It is your responsibility to advise me of any personal emergency that might affect your performance in the course. In the case of any emergency or any circumstance that causes missing class over an extended period of time, please notify me or the advertising department office (phone: 392-4046) as soon as possible via telephone, e-mail, or message. You will be held responsible for missed class notes, handouts, and any announcements made in the absence.

### Classroom procedures

- Please turn off and store your cell phone.
- No food is allowed in class. We will be taking a break during class, so you can eat a snack then.
- You may bring drinks into class, but please have a lid on the container. Dispose of the container in a trash container outside of the classroom and avoid any spills.
- Laptop use – Due to the small size of the class and the interactive nature of the course, taking notes on a laptop can be distracting to you and to your classmates.

### Student with Special Needs

I am committed to helping students with special needs in the classroom. According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to me when requesting accommodation.

### Additional Resources

- **Communication Coaching Center:** The Communications Coaching Center is a resource for all students in the College of Journalism and Communications. They critique resumes and coach mock interviews. Feel free to stop by for advice on classes, major choosing, or career and internship advice.
- **Reading and Writing Center:** (392-6420)- Offer students individual, half-hour sessions with an experienced grad student writing tutors. It is encouraged that students to call ahead to make an appointment, but they will also work with walk-ins if they have the time.
- **Computers:** Call 392-HELP for locations and hours of computer labs on campus.
- **Counseling and Wellness Center:** (392-1575)- Offer help to students to deal with problems and distress and providing brief, confidential counseling aimed at helping students succeed academically and interpersonally.
- **Disability Resources:** (392-8565)- Provide quality services to students with physical, learning, sensory or psychological disabilities. In order to ensure that you are utilizing the services/accommodations that have been provided for you, please contact the center.
- **Career Resource Center:** A centralized career center that provides a broad-range of career services for UF students and alumni. Visit <http://www.crc.ufl.edu/> for more details and to schedule an appointment.

## Academic Dishonesty

As a student at the University of Florida, you have had a formal commitment to the Honor Code. Academic dishonesty is an important issue of concern at the University of Florida and scholastic dishonesty will be strictly enforced. I encourage you to visit and read all the academic violations at <http://www.jou.ufl.edu/academic/jou/honesty/>. You are responsible for producing your own work and are subject to penalties if you are found guilty of any infractions. Academic dishonesty violations include:

- Receiving or assisting others during an exam, otherwise known as cheating.
- Obtaining informational facts and quotes without the proper attributions on projects

An excerpt from the UF Honor Code's Preamble reads, in part:

"...students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action."

Therefore, on all work submitted for credit by students at the University of Florida, the following pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

If you have any information concerning another student conduct or have questions regarding the policy, please do not hesitate to contact me personally or contact the Office of Student Services at 392-1261.



## Tentative Course Schedule

The following schedule is a representation of the tentative outline of topics that will be covered during the course. It is advised that you use it as a reference for keeping up with readings, assignments, and deadlines. I will make any announcement to the class of any events that require any changes to the present schedule. It is highly recommended to make sure and review the chapter before lecture to familiarize yourself with the content to be discussed in class.

Note: Extra reading materials available on the class Sakai site. They should all be available by week 2 of class.

Week	Date	Topic	Assignment	Reading
1	8/21 W	Introduction		
<b>I. Overview</b>				
2	8/26 M	Overview: Why research in advertising?	Student Bio Due (8/27 9PM)	
	8/28 W	Advertising planning process (1)	*A hard copy of the team info form due at the beginning of the class	Chap.1
3	9/2 M	<u>No Class (Labor Day)</u>		
	9/4 W	Advertising planning process (2) • <i>In-class ex: Positioning statement</i>		Chap.1
4	9/9 M	Advertising research process • <i>In-class ex: Problem statement</i> <i>Project Introduction</i>		
<b>II. Secondary Research</b>				
4	9/11 W	Secondary research		Chap.3
5	9/16 M	Audience measurement (1) • <i>In-class ex: Share, Rating, CPM</i>		

	9/18 W	Audience measurement (2) • <i>In-class ex: MRI</i>		
6	9/23 M	Media expenditures • <i>In-class ex: Media expenditures</i> <i>UF library resources</i>		

### III. Qualitative Research

6	9/25 W	Qualitative research		Chap. 5
7	9/30 M	<b>Presentation 1</b>	* Project 1 Report due. * <i>The team member evaluation due by 9PM.</i>	
	10/2 W	Study Guide 1		
8	10/7 M	<b>Exam 1</b>		
	10/9 W	Focus group planning		Chap. 5 & 6
9	10/14 M	Qualitative questioning techniques Qualitative data analysis <i>Project 2 instructions</i>		Chap. 7

### IV. Quantitative Research

9	10/16 W	Quantitative research (1) • <i>In-class ex: Survey methods</i>		Chap. 8,9, &10
10	10/21 M	Quantitative research (2) • <i>In-class ex: Primary research methods</i> Measurement		Chap. 11
	10/23 W	Questionnaire question development		Chap. 12

11	10/28 M	<b>Presentation 2</b>	*An electronic copy of the project 2 report due.  *The team member evaluation due by 9PM.	
	10/30 W	Questionnaire design <i>Project 3 instructions</i>		Chap. 13
12	11/4 M	Quantitative data analysis (1) <i>Qualitrics Session</i>		Chap. 15
	11/6 W	Quantitative data analysis (2) • <i>In-class ex: Quantitative data analysis</i>		Chap. 16
13	11/11 M	<u>No Class (Veterans Day)</u>		
	11/13 W	Study Guide 2		
14	11/18 M	<b>Exam 2</b>		
	11/20 W	Guest Lecture		
15	11/25 M	Project day (data analysis Q&A)		
	11/27 W	<u>No Class (Thanksgiving)</u>		
16	12/2 M	<b>Presentation 3</b>	*An electronic copy of the final report due.  *The team member evaluation due by 9PM.	
	12/4 W	<b>Exam 3 (Make-up Exam)*</b>		

**Note:** A make-up exam (exam 3) date will be scheduled to replace the one missed. The exam 3 is meant for students who missed the exam 1 or 2 for an excused reason and who contracted the professor prior to missing the exam. Refer to p.2 of this syllabus regarding the course policy on the make-up exam.