

ADV3500 (5082)
Advertising Research
Spring 2013 • M3rd-4th & W3rd • WEIMER 1094

Instructor:

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Office Hours:

Monday 1:30-2:30pm and Wednesday 10:30-11:30am, or by appointment

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 3008, STA 2023, and MAR 3023.

Course 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.

Required Textbook

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

Lecture Notes

Lecture notes will be made available on the Sakai website, <http://iss.at.ufl.edu/> 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.

Grading Scale

A = 372 or above	C = 292~307
A- = 360~371	C- = 280~291
B+ = 348~359	D+ = 268~279
B = 332~347	D = 252~267
B- = 320~331	D- = 240~251
C+ = 308~319	E = below 240

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>

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

	Points
Exams*	160
Projects	
Project 1	30
Project 2	50
Project 3	90
Presentations	30
Class participation	40
TOTAL	400

* There is no final exam.

Late Assignments

After the deadline, 10% of the assignment's grade will be deducted each day the assignment is turned in late.

Exams

Exams are held **in class for 60 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, and essay questions**.

Exam grades will be posted on the Sakai website. As there is no formal review following the exam, students who would like to review their performance more closely are encouraged to meet with the instructor following the posting of exam grades.

- **Make-up Exam**

If a student misses an exam for an excused reason **AND notifies the instructor 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 instructor 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 Projects

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 (18-24). 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 will not 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 instructor 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 11PM on each project due date. The rule regarding late assignments is applied to the team member evaluation. After the 11PM 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 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.

Attendance

Your attendance and active participation in the class discussion are expected and required in every class. Be on time and stay until the end. In the real world, you will have to be on time for work and not leave meetings early. You may arrive late or leave early twice, after which five points will be taken off each time you arrive late or leave early without obtaining the instructor's permission in advance. If you miss more than 30 minutes of class by arriving late or leaving early, you will not be counted as having attended class that day.

Students are not allowed to use mobile phones, or tablet/laptop computers in the classroom. Text-messaging, cross-word puzzles, Sudoku, newspapers and any other non-course related materials and activities are absolutely prohibited in class.

Absences

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 three. 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 instructor know s/he will miss class BEFORE the class meets except in certain (rare) emergency situations. You may email or call the instructor. 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.

Academic Dishonesty

Absolutely no cheating. If you are caught cheating, you will fail the class and your case will be presented to higher authorities. Cheating includes signing documents/class materials for someone else, plagiarism, other people writing your assignments, using notes during an exam, asking someone for answers to a quiz or exam, copying other people's answers, etc. In other words, follow the university's honor code as follows.

Preamble: In adopting this Honor Code, the 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. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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." For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/studentguide/studentrights.php#academichonestyguidelines>

Students with Special Challenges

I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address special academic needs, I must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. 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 instructor when requesting accommodation.

Tentative Course Schedule

The following represents a tentative outline of topics that will be covered over the course of the semester. Please use it as a reference for keeping up with readings, assignments, and deadlines. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. The instructor will advise the class of any events that necessitate revision to the present schedule.

Date	Topic	Lecture	Reading
Jan. 7	M	Intro	Syllabus review & team building
9	W	Overview	Why research in advertising?
14	M	The nature & process of advertising (1) <i>In-class ex: Positioning statement</i>	Ch 1
16	W	The nature & process of advertising (2) <i>In-class ex: Problem statement</i> <i>A hard copy of student bio form & team info form due at the beginning of the class</i>	
21	M	Martin Luther King Jr. Day – NO CLASS	
23	W	Secondary Research <i>Project 1 Instructions</i>	Ch 3
28	M	Audience measurement (1) <i>In-class ex: Share, Rating, CPM</i>	
30	W	Audience measurement (2) Media expenditures <i>In-class ex: MRI & Media expenditures</i>	
Feb. 4	M	Qualitative research	Ch 5
6	W	Collecting qualitative insights (2) <i>In-class ex: Qualitative questioning techniques</i>	
11	M	Project 1 presentation <i>An electronic copy of project report & presentation slides due by 11pm on Feb 10th</i> <i>A hard copy of project report due at the beginning of the class</i> <i>Team member evaluation due by 11pm on Feb 11st</i>	
13	W	Focus groups <i>Project 2 Instructions</i>	Ch 6
18	M	Qualitative data analysis (1)	Ch 7
20	W	Qualitative data analysis (2) <i>In-class ex: Qualitative data analysis</i>	
25	M	Exam 1	
27	W	Quantitative research Data collection through surveys (1)	Ch 10
Mar 4	M	Spring break	
6	W	Spring break	
11	M	Data collection through surveys (2) <i>In-class ex: Survey methods &: Primary research methods</i>	
13	W	Data collection through surveys (3)	
18	M	Project 2 presentation <i>An electronic copy of project report & presentation slides due by 11pm on Mar 17th</i> <i>A hard copy of project report due at the beginning of the class</i> <i>Team member evaluation due by 11pm on Mar 18th</i>	
20	W	Measurement <i>Project 3 instructions</i>	Ch 11

	25	M	Writing survey questions	Ch 12
	27	W	Questionnaire design	Ch 13
Apr	1	M	Quantitative data analysis (1) Qualtrics training	Ch 15, 16
	3	W	Quantitative data analysis (2)	
	8	M	Quantitative data analysis (3) <i>In-class ex: Quantitative data analysis</i>	
	10	W	Exam review	
	15	M	Exam 2	
	17	W	Team project day (Data analysis Q&A)	
	22	M	Project 3 presentation <i>An electronic copy of project report & presentation slides due by 11pm on Apr 21st</i> <i>A hard copy of project report due at the beginning of the class</i> <i>Team member evaluation due by 11pm on Apr 22nd</i>	
	24	W	Make-up exam	

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