

Advertising Research

ADV 3500 | SPRING 2013

Instructor Ms. Seul Lee

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M 9:35-11:30am; W 9:35-10:25am

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Office Hours: M 1:30-2:30pm; Th 11:30am-12:30pm
or by appointment

Description and Objectives

Course Description – Advertising research helps provide information for advertising agencies and advertisers to better understand their products, target audiences, and the factors that influence communications to help them in making informed decisions. This course is designed to introduce you to effective social science research methods that are commonly used (1) to identify issues of concern; (2) to understand your target audience; (3) to guide strategic planning; (4) to execute overall business planning; and (5) to evaluate plans and programs in advertising.

Objectives

After a successful completion of this course, you should be able to:

- understand the role and importance of research in advertising;
- learn a general research process, different research designs and research methods— both quantitative and qualitative—commonly used by practitioners and academic researchers;
- develop explicit and measurable research objectives,
- use basic statistical techniques to analyze quantitative data;
- and conduct a research project that will allow them to apply the knowledge learned in class.

Requirements

Prerequisites

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

Required Textbooks

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

Required Equipment

For some of the classes as well as on exam days, you will be required to bring a **calculator** that can add, subtract, multiply, and divide. While calculators may be used in the exams, these may not be part of other devices such as mobile phones, laptops, tablets, PDAs, etc.

Course Evaluation

Course grading scale:

A: 360-400	B+: 333-346	C+: 293-306	D: 227-266
A-: 347-359	B: 320-332	C: 280-292	E: 0-226
	B-: 307-319	C-: 267-279	

Grades are broken down as follows:

Exam 1		80	20%
Exam 2		80	20%
Group Projects		200	50%
Project 1 (40)	Secondary research report	30	
	Secondary research presentation	10	
Project 2 (60)	Qualitative research report	50	
	Qualitative research presentation	10	
Project 3 (100)	Quantitative research report	80	
	Quantitative research presentation	20	
Participation	Attendance, In-class exercise, Homework , Class discussion	40	10%

400 points possible

- 1) Exams (80 points each).** There will be two exams. Each examination will be a combination of true/false, multiple choice, fill in the blank questions, short answer, and essay questions. The exams are to be taken in class on the designated exam dates. These dates are subject to change, but you will be given several days notice if this is necessary.
 - For each exam, be prepared to show a photo ID upon request.
 - Also note that there will be more than one version of each exam.
 - To review your graded exams, see me during office hours. No exam paper should be taken from the classroom at the time of the exam or from my office after it has been graded.
 - **Make-ups.** No make-up exams are allowed, except in the case of an emergency (refer to the examples of excused absences in Attendance/ Participation). For the excused student, the make-up exam will be given within one week of the student's return to class. However, the make-up will be in a different format.
- 2) Group Projects (200 points total).** The research project is meant to provide students with a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research. Under the guidance, students will form a research team of 4 to 5 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. 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 teams' understanding of the brand in terms of its potential appeal to the consumer.

- All teams will submit both a hard copy and an electronic copy of their group projects. 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 me 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.
- **Team Member Evaluation.** The team projects account for a significant percentage of the final grade, and will require outside-of-class time. 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.
 Ex) Your team grade (70%) = 100 (out of 100)
 Your peer evaluation grade (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.
- You are required to attend class during others' presentations.
- More detailed instruction on this project will be discussed in class as the semester proceeds and will be provided in a separate handout.

3) Participation (40 points total). Students are expected to attend all lectures on time, be prepared for each class, and to actively participate in class discussion. In addition, class attendance is where the instructor decides whether your 346 is a B+ or an A.

- Attendance roll will be taken at the beginning of every class period. Arriving more than 15 minutes late for class or leaving early is the same as being absent.
- You are allowed a total of **three** absences. After your third absence, however, you will lose **5 points** from your overall grade for **each additional class missed**. Thus, if you miss this class more than 7 times, you will get 0 for your participation.
- You are responsible for materials missed regardless of the reason for the absence.
- 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.
- Be awake, alert, engaged, perhaps even enthusiastic (eye contact is helpful).

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. **Please note:** 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. So **DON'T MISS CLASS FOR NONEMERGENCY 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.
- 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.

Additional grading factors include:

Attitude

- Argumentative, unprofessional, disrespectful and negative attitudes can lower your grade.
- Be on time. In the ad world you'll have to be on time for work and meetings.

Follow instructions

Your grade will reflect how well you follow instructions. (In an advertising job, 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, quizzes, 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.

Extra credits

There will be a couple of extra credit opportunities for the entire class like survey participation or special class presentations etc. to gain some extra credits to improve the course grade.

Class Rules

Class etiquettes

- As this is an advertising course, the ability to communicate in a professional and courteous manner both in person and via e-mail is extremely important. Keep your communication attitudes and manners professional.
- You may bring your laptop computers and other devices to class for taking notes. However, please do not use them for Facebook, instant messaging, games, e-mail, Web surfing, doing assignments, etc. I reserve the rights to bid any digital device in classroom even for taking notes if I catch anyone engaging in these activities. Turn your mobile phones off or turn to vibrate mode in class. Absolutely **NO TEXTING** during class.

Requesting an incomplete

It's unusual to receive an incomplete in this class. To get one, you must request it before noon on the last day of class. In your request, you must explain why you need an incomplete.

Students with disabilities

"Students 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."

NOTE: if you need special accommodations for exams, you will be taking the exam at the Disability Resource Center and not in my office or in the library, etc. You also must submit paperwork to me before each exam. This is your responsibility so read their letter carefully.

Academic Honesty

Absolutely, no cheating. If you're caught cheating, you'll fail the class and your case will be presented to higher authorities.

Cheating includes signing attendance documents or 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.

Honor code

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/judicial/procedures/honestybrochure.php>

Course Schedule (subject to revision*)

*The following is a general plan for the course and is subject to change if necessary. You are encouraged to have finished the day's readings before coming to class. Extra readings and assignments may be additionally assigned.

Date	Readings	Class Overview	Due date
Jan 7	M	Course introduction and overview	
9	W	Why research in advertising?	Due: Student bio
14	M Ch 1	Advertising planning process	Group building
16	W Ch 1	Advertising research process	
21	M	Martin Luther King Jr. Day	
23	W Ch 3	Secondary research	
28	M Ch 24	Audience measurement (1)	
30	W Ch 24	Audience measurement (2)	
Feb 4	M Ch 25	Media expenditures	
6	W Ch 21	Research reporting & presentation	
11	M	Project 1 presentation	Project 1 report & peer evaluation
13	W Ch 5	Qualitative research	
18	M Ch 6	Qualitative questioning & Focus group planning	
20	W	Study guide 1	
25	M	Exam 1	
27	W Ch 7	Qualitative data analysis	
Mar 4	M	Spring Break	
6	W	Spring Break	
11	M Ch 10	Quantitative research	
13	W Ch 11	Measurement	
18	M	Project 2 presentation	Project 2 report & peer evaluation
20	W Ch 12	Quantitative question development	
25	M Ch 12	Writing survey questions	
27	W Ch 13	Questionnaire design	
Apr 1	M	Qualtrics session	
3	W Ch 15	Quantitative data analysis (1)	
8	M Ch 16	Quantitative data analysis (2) SPSS session	
10	W	Study guide 2	
15	M	Exam 2	
17	W	In-Class Group Project Work Day	
22	M	Project 3 presentation	Project 3 report & peer evaluation
24	W	Project 3 presentation	