

Advertising Research

ADV 3500 Section 1A41

Time: Tuesday 11:45 am to 1:40 pm & Thursday 11:45am to 12:35 pm

Location: Weimer Hall 1094

Fall 2017

Instructor

Dr. Huan Chen

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392-0447

2074 Weimer Hall

Office Hours: T/TH 10:30 am to 11:30 am

Course Description

This course will acquaint students with research methods used in the advertising and marketing fields. ADV 3500 will provide information for solving problems in the decision-making process of media, creative, and management. Students will learn the basic fundamentals of primary and secondary research this semester.

Course Learning Objectives

- To help in understanding various types of research and how they are used in advertising and marketing.
- To know where to go and how to utilize secondary research tools and information, including valuable discipline resources on and off campus.
- To gain hands-on experience in the creation and execution of various research techniques, such as in-depth interview, observation, and survey.
- To engage with other students and learn to work as a team through a group project scenario.
- To further develop professional writing skills and prepare you to succeed in future advertising endeavors, including the participation in the capstone course in your sequence: Campaigns.

Recommended Text

Jugenheimer, Donald W., Larry D. Kelley, Jerry Hudson and Samuel D. Bradley (2014), *Advertising and Public Relations Research (2nd ed.)*, New York: M.E. Sharpe.

Prerequisites

The prerequisites for ADV 3500 are 3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023 and MMC 2100.

Tentative Schedule (subject to change with adequate notice to participants)

Week 1

8/22

Introduction to Advertising Research

Ch 1

8/24

Introduction to Advertising Research

Ch 2 to Ch 4

Week 2

8/29

Secondary Research

Ch 5 & Ch 8

A#1 DUE

8/31

Secondary Research

Ch 7

Team formation

Week 3

9/5

Guest lecture on databases

Secondary Research

Ch 6

A#2 DUE

9/7

Test 1 Review

Group project brand DUE

Week 4

9/12

Test 1 (Ch 1 to Ch 8)

Group Work on SA

9/14
Guest lecture

.

Week 5

9/19
Crosstab

9/21
Simmons
A#3 DUE

Week 6

9/26
Primary research – Qualitative research
In-depth interview
Ch 9 & Ch 12
SA DUE

9/28
No Class/Conducting in-depth interview

Week 7

10/3
Focus group
Ch 10 & 13
A#4 DUE

10/5
Test 2 Review

Week 8

10/10
Test 2 (Ch 9 to Ch 15)
Observation

10/12
No Class/Conducting field observation

Week 9

10/17
Qualitative data analysis
Handling qualitative findings
Ch 14 & 15
A#5 DUE

10/19
No Class/Working on Qualitative Research Proposal

Week 10

10/24
Primary research – Quantitative Research
Experiment
Ch 17 & Ch 24
Qualitative Research Proposal DUE

10/26
Experiment Research
Ch 24 & Ch 25

Week 11

10/31
Survey Research
Ch 16 to Ch 19

11/2
Test 3 Review

Week 12

11/7
Test 3
Work on Quantitative Research Proposal

11/9
Qualtrics Training

Week 13

11/14
Qualtrics Training

A#6 DUE

11/16

No Class/Conducting qualitative and quantitative research

Week 14

11/21

No Class/Thanksgiving break!

11/23

No Class/Thanksgiving break!

Week 15

11/28

Group meetings with instructor

11/30

Group Presentations

Week 16

12/5

Group Presentations

Final Group Project Report DUE

Evaluation of Grades

| Assignment | Total Points | Percent of Grade |
|--|---------------------|-------------------------|
| Assignments • Small assignment *4 • Big assignment * 2 | 300 | 30% |
| Exam 1 | 100 | 10% |
| Exam 2 | 100 | 10% |
| Exam 3 | 100 | 10% |
| Team project | 350 | 35% |
| Participation | 50 | 5% |
| TOTAL | 1000 | 100% |

Grading Policy

| Score | Percent | Grade | Grade Points |
|--------------|----------------|--------------|---------------------|
| 934-100 | 93.4-100 | A | 4.00 |

| | | | |
|---------|-----------|----|------|
| 900-933 | 90.0-93.3 | A- | 3.67 |
| 867-899 | 86.7-89.9 | B+ | 3.33 |
| 834-866 | 83.4-86.6 | B | 3.00 |
| 800-833 | 80.0-83.3 | B- | 2.67 |
| 767-799 | 76.7-79.9 | C+ | 2.33 |
| 734-766 | 73.4-76.6 | C | 2.00 |
| 700-733 | 70.0-73.3 | C- | 1.67 |
| 667-699 | 66.7-69.9 | D+ | 1.33 |
| 634-666 | 63.4-66.6 | D | 1.0 |
| 600-633 | 60.0-63.3 | D- | 0.67 |
| 0-599 | 0-59.9 | E | 0.00 |

More information on grades and grading policies is here:

<https://catalog.ufl/ugrad/current/regulations/info/grades.aspx>

Class Attendance and Make-Up Policy

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>.

Student Requiring Accommodations

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.

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>

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion

should be held at minimum, if at all.

Materials and Supplies Fees

There are no additional fees for this course.

University Honesty Policy

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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) 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 or TAs in this class.

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.