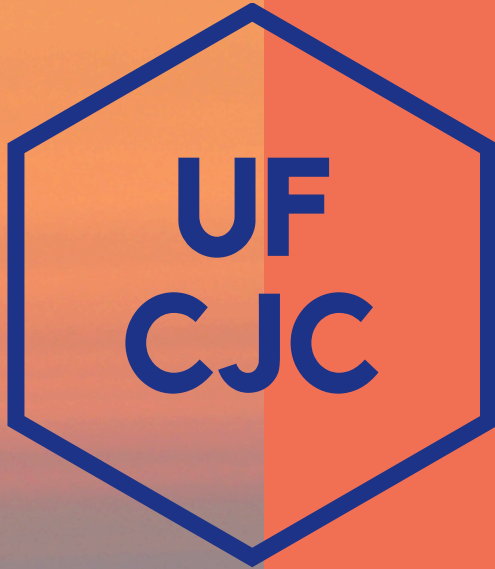


SUMMER C 2024



# ADV 3500 Digital Insights

**INSTRUCTOR**

DR. AQSA BASHIR

**SUMMER C 2024**

## CONTACT INFORMATION

Instructor: Dr. Aqsa Bashir, Adjunct Professor

Email: aqsabash@ufl.edu

Office Hours: By appointment via Zoom

Credit Hours: 3

*For questions about course content, your grade, or other personal issues, use the Canvas mail tool. Expect a response within 24 hours.*

## COURSE DESCRIPTION

This course teaches the knowledge and skills necessary to plan, design, and conduct secondary and primary research that aids important advertising and marketing decisions. Students learn about a range of research methods and techniques and implement them in their own projects to obtain relevant and reliable information. They develop instruments for original data collection and analyze the data in light of their research objectives. Research findings are used to provide recommendations and future direction for the brand's advertising strategy and marketing communication campaign.

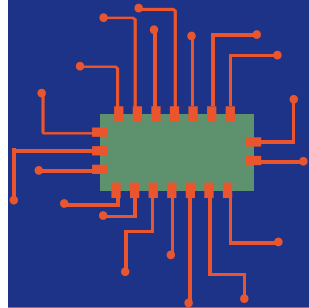
## COURSE OBJECTIVES

At the conclusion of the course, students will be able to:

1. Understand the role of research in making advertising and marketing communication decisions
2. Develop explicit and measurable research objectives
3. Design and conduct secondary and qualitative research projects
4. Analyze the data and interpret the results in the context of research objectives
5. Provide a written report on their research

## PREREQUISITES

- 3JM ADV | STA 2023
- Minimum grades of C in ADV 3008 and MAR 3023



## COURSE FORMAT AND POLICY

This is an asynchronous online course and thus gives you flexibility of when and where you “attend” the class. However, it is **EXTREMELY IMPORTANT** that you set aside a “class time” each week to study the course materials and complete the assignments. Typically, a learning module is released on Monday while assignments are due by the end of the week. Students will **not** be excused for turning in the assignment late unless the reason is approved by the department chair or program director. Students’ personal travel schedules and conflicts with another course’s deadline are not excusable reasons for turning in an assignment late, for example. Do not wait until the day before the assignment is due to contact the instructor with questions. Keep up with the readings and lecture videos and start assignments early.

Make sure you are connected to the internet when submitting your work and double-check to make sure it has been submitted. Often times student submit their assignments, close their browser only to get a missing assignment grade.

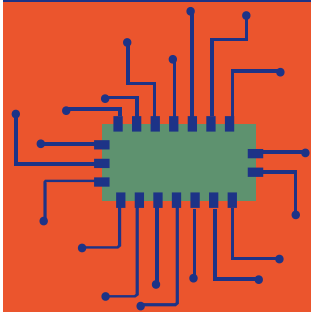
## REQUIRED TEXTBOOK

Davis, Joel, J. (2011), Advertising Research: Theory & Practice, Second Edition, Upper Saddle River, NJ: Prentice Hall. [An electronic copy of the book is available through CDL.]

## TECHNOLOGY REQUIREMENTS

Students must have access to the following technologies/programs. More information is provided in Canvas.

- UF VPN to access UF library databases and resources off-campus
- Microsoft Office such as Word, Excel, and Powerpoint
- Zoom with audio and video capability
- jamovi (free statistical software)



## GRADING CRITERIA AND SCALE

Quizzes	25%
Research project	
Secondary research	20%
Qualitative research	20%
Final report	15%
Team member evaluation	10%
Individual assignments (Discussions)	10%

## GRADING SCALE

GRADE	PERCENTAGE
A	100%-93%
A-	92%-90%
B+	89%-87%
B	86%-83%
B-	82%-80%
C+	79%-77%
C	76%-73%
C-	72%-70%
D+	69%-67%
D	66%-63%
D-	62%-60%
F	59%-0%

## **COURSE STRUCTURE**

This course consists of 18- 20 learning modules. For each module, students need to read the assigned chapters of the textbook, watch lecture videos and supplemental videos, take a quiz, and complete assignments. In addition, students work in a team to carry out a research project in two phases (secondary research and robust qualitative research). The course is designed such that students follow the modules in sequential order. All requirements of a module must be completed to unlock the next module. The following is general information about the main requirements for the course. Detailed descriptions are provided in Canvas.

## **QUIZZES**

Quizzes assess students' comprehension and retention of the module's content. Each quiz has a time limit and must be taken individually. Although students may use their notes and refer to the text, they need to have a firm understanding of the module's content to be able to answer questions accurately and quickly within the given time.

## **RESEARCH PROJECT**

Students form a team and conduct a research project on a brand/client throughout the semester. The research project is designed to provide students with a practical orientation of the activities involved in planning, organizing, executing, analyzing, and reporting research. The student team acts as an agency research group charged with developing an advertising and marketing strategy for the brand that will result in the successful win of the account from the present agency of record. The team conducts research in two stages (secondary and qualitative) and present the findings in the form of a written report. While each segment of the report is 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.



## INDIVIDUAL ASSIGNMENTS:

In addition to the major group assignments, there are individual graded assignments such as discussion participation that students need to complete by themselves. More information is available in Canvas.

### LATE ASSIGNMENT (NO SUCH THING)

Late, missed, or revised assignments will **NOT** be accepted. Because this is a relatively short semester there is no room for makeup assignments or tardy work. Exceptions will only be approved by the course instructor if you have a DOCUMENTED medical emergency or other situations that are supported by UF leave policies.

Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a grade penalty (usually 20% of the grade per day), and after 6 days, students will forfeit all possible points for that assessment.

**PLEASE NOTE: Students cannot access the next module until all assignments in a module are completed.**

## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at [gatorevals.aa.ufl.edu/students/](http://gatorevals.aa.ufl.edu/students/). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl](http://ufl.bluera.com/ufl). Summaries of course evaluation results are available to students at [gatorevals.aa.ufl.edu/public-results](http://gatorevals.aa.ufl.edu/public-results).

## TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.
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## UF POLICIES

### UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [disability.ufl.edu](http://disability.ufl.edu)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.



## UNIVERSITY POLICY ON ACADEMIC CONDUCT

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 honesty 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 Student Honor Code and Student Conduct Code specifies a number of behaviors that violate 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.

## NETIQUETTE AND COMMUNICATION COURTESY

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

## INCLUSIVITY STATEMENT

We understand that our members represent a wide variety of backgrounds and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, I ask all of you as members to:

1. Share your unique experiences, values, and beliefs.
2. Be open to the view of others.
3. Honor the uniqueness of your colleagues.
4. Appreciate the opportunity that we have to learn from each other in this community.
5. Value each other's opinions and communicate in a respectful manner.
6. Keep confidential discussions that the community has of a personal (or professional) nature.



# GETTING HELP

## TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- [helpdesk.ufl.edu](https://helpdesk.ufl.edu)
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

## HEALTH AND WELLNESS

- U Matter, We Care: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [umatter.ufl.edu](https://umatter.ufl.edu) to refer or report a concern, and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit [counseling.ufl.edu](https://counseling.ufl.edu) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit [shcc.ufl.edu](https://shcc.ufl.edu).
- University Police Department: Visit [police.ufl.edu](https://police.ufl.edu) or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [ufhealth.org/emergency-room-trauma-center](https://ufhealth.org/emergency-room-trauma-center).

## ACADEMIC AND STUDENT SUPPORT

- Career Connections Center: 352-392-1601. Career assistance and counseling services [career.ufl.edu](https://career.ufl.edu).
- Library Support: Various ways to receive assistance for using the libraries or finding resources. [cms.uflib.ufl.edu/ask](https://cms.uflib.ufl.edu/ask)
- Teaching Center: 352-392-2010 General study skills and tutoring: [teachingcenter.ufl.edu](https://teachingcenter.ufl.edu)
- Writing Studio: 352-846-1138. Help brainstorming, formatting, and writing papers: [writing.ufl.edu/writing-studio](https://writing.ufl.edu/writing-studio)

**Please reach out if you need any help!**

**Have a fantastic semester!**

