ADV 3500 Digital Insights

Asynchronous (Fully online)
Spring 2025

Instructor Info

Instructor: Dr. Summer Shelton (preferred name for emails: Dr. Shelton)

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Office hours: Upon request/by appointment.

Hi, everyone! My name is Dr. Shelton. I'll be your instructor in this course. I received my PhD from the UF CJC several years ago (Go, Gators!). I was a professor of advertising for several years, but for the past few years, I've worked full time as a Research Director at a market research firm located in Washington, D.C. I'm looking forward to working with you this semester!

Course Description

Welcome to Digital Insights! Have you ever wondered how a brand makes decisions about their next advertising campaign? How will they know how it's likely going to be received? How will they know how it was *actually* received? How do brands select a target audience? How do they set prices for their products? Decide where to distribute their products? How do they determine how to position their brand? They conduct advertising/market research!

This course teaches you the knowledge and skills necessary to plan, design, and conduct secondary and primary research that aids important advertising and marketing decisions just like these. You'll learn about a range of research methods and techniques and implement them in your own project to obtain relevant and reliable data, information, and insights. You'll develop research instruments for original data collection and analyze the data in light of the research objectives you've developed. You'll use research findings to provide recommendations and future direction for a brand's advertising strategy or a marketing communication campaign.

Course Objectives

At the conclusion of the course, you should be able to:

1. Understand the role of research in making advertising and marketing communication decisions
2. Develop specific and measurable research objectives
3. Design and conduct secondary, qualitative, and quantitative research projects
4. Analyze data and interpret the results in the context of research objectives
5. Provide insights in a written report that are presented in an easily understood and actionable way (i.e., follow best practices in data visualization)

Prerequisites

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

Required Textbook

There is no required textbook for this course. This does NOT mean that there are no required readings. I will post relevant industry and academic articles and publications that align with our weekly topics. Questions from these articles will be included in your weekly quiz.

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 tools such as Word, Excel, and Powerpoint
- Zoom with audio and video capability
- Qualtrics survey development tool (available to all students through UF)

▶ Grading Criteria

- Weekly Quizzes (1 intro quiz; 9 module quizzes - 10 pts. each)   **100 points**
- Research Projects - secondary, qual, quant   **150 points**
- Module-Specific Assignments (exploring the profession, RFPs, setting objectives, etc.)   **125 Points**
- Final Project   **125 points**

500 TOTAL

▶ Grading Scale

- **A** 93.5 – 100
- **B+** 83.5 - 89.4
- **C+** 73.5 - 79.4
- **D+** 63.5 – 69.4
- **E** 0.00 – 59.4

- **A-** 89.5 – 93.4
- **B-** 79.5 - 83.4
- **C-** 69.5 - 73.4
- **D** 59.5 – 63.4

Students need to earn a C or higher to pass the class. UF's grading policies are at: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

▶ Course Structure

This course consists of weekly modules. In a "typical" weekly module, you should:
- Complete the required readings
- Watch the provided lecture/supplementary content
- Complete your weekly quiz
- Complete assignments

Early in the semester, you'll be provided with a brand you will be completing projects for throughout the semester. Nearing the conclusion of the course, you'll complete your final project for this same brand that will involve you planning, organizing, executing, analyzing, and developing a written report of original research. More details will be provided in Canvas.

Course Format & Policies

This is an asynchronous online course. This means it provides you with 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. Modules in this class are released on Monday mornings while assignments are due by the end of the week (Sundays at 11:59PM).

LATE WORK POLICY: Assignments are not accepted after the deadline. However, should you choose to submit an assignment after its deadline, twenty percent of the assignment's points are deducted each day the assignment is turned in late, meaning after 5 days, you would receive a 0.

Personal travel schedules, conflicts with another course's deadlines, etc. are not excusable reasons for turning in an assignment late. Do not wait until the day before the assignment is due to contact me with questions. Keep up with the readings and lecture videos and start assignments early.

FORMATTING, SPELLING, AND GRAMMAR: All assignments must be prepared and presented professionally and proof-read thoroughly. Students must take special care to use proper words and spelling, grammatically correct sentences, and logically flowing content. Points will be deducted from assignments where the content has formatting, spelling, and grammar errors.

COMMUNICATION WITH DR. SHELTON: All emails should contain a Subject Line pertaining to what you are emailing me about; they should contain a greeting (Hello, Dr. Shelton), a coherent message about your questions, needs, requests, and your name. All emails should be sent from your UF email address. Per university policy, I cannot respond to emails from a personal (i.e., gmail) email account.

Course Format & Policies

COURSE EVALUATION: 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 in a professional and respectful manner is available at https://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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

HONOR CODE: Students are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of the student will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously, and expect students to fully understand what is considered plagiarism. We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

RECORDING OF CLASS LECTURES: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

Course Format & Policies

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class Session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

ACCOMMODATIONS: Students with disabilities requesting accommodations should first register with the UF Disability Resource Center at (352) 392-8565 or https://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 accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

COUNSELING AND WELLNESS CENTER: Contact information for the Counseling and Wellness Center is available at (352) 392-1575 or http://www.counseling.ufl.edu/cwc/Default.aspx. Contact University Police at (352) 392-1111 or 911 for emergencies.

Weekly Topic Schedule

Below, you will find an overview of the topic schedule for the semester. Schedule changes will be communicated via Canvas announcements, or through email.

Week 1 (Jan. 13 - Jan. 19)
- **Topic:** Intro/What can advertising/market research help brands do? What questions can it answer? What problems can it solve?
- **Due 1/19:** Intro Quiz; Assignment 1: Intro Video

Week 2 (Jan. 20 - Jan. 26)
- **Topic:** The Profession
- **Due 1/26:** Quiz 1; Assignment 2: The Profession Assignment

Week 3 (Jan. 27 - Feb. 2)
- **Topic:** RFPs/Business Problems
- **Due 2/2:** Quiz 2; Assignment 3: Responding to an RFP/Mini Proposal

Week 4 (Feb. 3 - Feb. 9)
- **Topic:** Objectives
- **Due 2/9:** Quiz 3; Assignment 4: Final Project Option Selection and Objectives

Weeks 5-6 (Feb. 10 - Feb. 23)
- **Topic:** Secondary Research
- **Due 2/23:** Quiz 4; Assignment 5: Situation Analysis

Week 7 (Feb. 24 - March 2)
- **Topic:** Primary Research: Qualitative IDIs
- **Due 3/2:** Quiz 5; Assignment 6: Brainstorming Questions & Identifying Potential Research Participants

Week 8 (March 3 - March 9)
- **Topic:** Primary Research: Qualitative FGs
- **Due 3/9:** Quiz 6; *Working on* Assignment 7: Developing an Interviewer's Guide (due March 14)

Week 9 (March 10 - March 14) *NOTE: Short Week*
- **Topic:** Primary Research: Online bulletin boards, UX, UI, and other common methods
- **Due FRIDAY, 3/14:** Quiz 7; Assignment 7: Developing an Interviewer's Guide

Week 10 (March 17 - March 23): Enjoy your spring break!

Week 11 (March 24 - March 30)
- **Topic:** Primary Research: Online surveys
- **Due 3/30:** Quiz 8; *Working on* Assignment 8: Survey Development (Due April 6)

Week 12 (March 31 - April 6): Primary Research: Quantitative
- **Topic:** Primary Research: Experiments, Quant UX, and Quant Observations
- **Due 4/6:** Quiz 9; Assignment 8: Survey Development

Week 13 (April 7 - April 13)
- **Topic:** Reporting/Data Visualization
- **Due 4/13:** None - beginning work on your final project

Weeks 14-16 (April 14 - April 27)
- **Topic:** Final Project Preparation
- **DUE WEDNESDAY, APRIL 23:** Final Project