

ADPR 3130 ADVERTISING RESEARCH

Fall 2009

T/TR 12:30-1:45

SLC #277

Instructor: Mina Lee

Office: Grady # 411, Carrel # 6

Office Hours: T/TR 1:45–2:45 or by appointment

E-mail: leemi2@uga.edu (**usually the best way to reach me)

Phone: 706-542-4495 (Office)



COURSE DESCRIPTION

Advertising research helps provide information for advertisers and advertising agencies to understand their product, target audience and the factors which influence communications to help them in making decisions. This course is designed to introduce you to sound and effective social science research methods that are commonly used to: identify problems and issues of concern; understand your target audience; guide strategic planning, message development, and overall business planning; and evaluate plans and programs in advertising. By the end of the semester, you will:

- (1) understand the role and importance of research in advertising
- (2) learn a general research process, different research designs and research methods, both quantitative and qualitative, commonly used by advertising researchers and practitioners
- (3) learn basic statistical procedures to analyze the data
- (4) gain “hands on” experience by conducting a research project which will allow you to apply the principles learned in class

Readings, assignments and lectures are designed to help you understand and apply the principles of research, conduct several types of studies, and critically evaluate research conducted by others. You will also be encouraged to advance your problem solving skills, creative thinking, and your ability to work independently to solve advertising issues.

REQUIRED TEXTS

- (1) Rogers D. Wimmer and Joseph R. Dominick (2005), *Mass Media Research: An Introduction*, Belmont, CA: Wadsworth/Thomson Learning, 8th Edition
- (2) Kelley, Larry D. and Donald W. Jugenheimer (2006), *Advertising Account Planning: A Practical Guide*, Armonk, NY: M.E. Sharpe.
- (3) Other reading materials will be provided in class and on WebCT

PREREQUISITES

ADPR 3100 and a Statistics class (STAT 2000, 2210, 3000, 4210, or MSIT 3000)

COURSE REQUIREMENTS

Grading

| | |
|--------------------------|-----|
| Two exams (20% each) | 40% |
| Group Project | 35% |
| Assignments | 15% |
| Participation/Attendance | 10% |

As is university policy, a plus/minus grading system will be used in this class. The following scale will be used to determine final grade.

| | | | |
|----------|---|----|-------|
| 93-100 | = | A | (4.0) |
| 90-92.9 | = | A- | (3.7) |
| 87-89.9 | = | B+ | (3.3) |
| 83-86.9 | = | B | (3.0) |
| 80-82.9 | = | B- | (2.7) |
| 77-79.9 | = | C+ | (2.3) |
| 73-76.9 | = | C | (2.0) |
| 70-72.9 | = | C- | (1.7) |
| 60-69.9 | = | D | (1.0) |
| Below 60 | = | F | (0.0) |

****Please note that there is no rounding up.** 91.99 is an A-, 89.99 is a B+, 59.99 is an F. There are no exceptions. Grades are based on the final product and the students' ability to meet the requirements set by the instructor. All graded materials must meet specific standards for professionalism and quality.

Grades will not be discussed via e-mail or on the telephone. If a student has a question about a grade and would like to discuss it, then the student must meet with the instructor in person. There are no exceptions to this policy, which is designed to protect the privacy of the student. If a student believes there is a mistake with a grade, then the student has the right to dispute a grade within 1 week of the assignment/test/project being returned; **after one week all grades are final.**

Group project

Research is learned by doing research. Therefore, we will be conducting advertising research this semester. Six students will work together as a team. The research project will include conducting and summarizing secondary research, defining the research problems, designing a study, collecting and analyzing the data, interpreting the results and presenting the results/conclusions. The important deadlines regarding the research project is marked in the "Class Activity/ Due Dates" column of the class schedule (p.5). Presentation is required and the final report is due December 3. All students are required to attend class during others' presentations. Further details will be provided during the semester.

Exams

There will be two exams during the regularly scheduled class period. Exams are designed to test the student's knowledge and application of the main ideas covered in the text chapters, reading materials and class discussions. The exams will consist of multiple-choice, short answer and short essay questions. As time permits, an exam review will be held during the class session before each exam in order to give you an opportunity to ask questions and clarify topics covered during the unit. Dates of these exams have been scheduled tentatively, but may change depending upon progress in the class. **No early or make-up exams will be given, except for documented illness or family emergency.** In either instance, it is absolutely necessary to inform me of your absence prior to the exam date.

Assignments

Periodically, you will be given a short, written assignment to be completed individually. These assignments must be typed and handed in at the beginning of class. The goal of the assignments is to help you apply the readings and class material to advertising situations and to better understand the concepts explored in class. They allow you to integrate information and your own ideas to assist you in learning the material. The assignments are also meant to encourage you to attend and participate in class discussions by sharing your answers.

**** All written assignments are due at the beginning of class (12:30 not 12:31).** Papers not turned in at the beginning of class will be considered late. The **penalty for late papers is a deduction of 10% each day** that it is late (e.g., Consider a paper worth 100 points. If you turn in your paper anytime after the beginning of class until 12:30 the next day, 10 points will be deducted from your grade).

****Remember that class assignments will be given in class randomly.** If a student must miss class (regardless of reason), it is that student's responsibility to get notes or other necessary information from a fellow student.

Participation & Attendance

Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are all encouraged and expected to participate on a regular basis. This means regular attendance is important.

This course is a 75-minute class. Unless there is an emergency, students are expected to be present for the entire class session. Leaving class early is not accepted, and will result in an unexcused absence. **Class attendance will be taken each class.** It is your responsibility to sign in on the attendance sheet each day. If you don't sign in, you will be counted absent. It is academic dishonesty if you sign in for someone else. You get **two free misses** before they will be counted against you. After that, your attendance grade will be calculated as the percent of days you signed in. Students who miss class due to a religious holiday, death in the family, jury duty notice, military orders, department-sponsored trips, etc., must contact the instructor **PRIOR to missing class** and turn any class assignments or papers **BEFORE the due date**. Students who attempt to negotiate a missed class after an absence has occurred will find 1 point of the final attendance grade deducted for each infraction.

COURSE POLICIES

Classroom behavior

Our class time is a time for learning. The atmosphere of the classroom is one of mutual respect. This means that you'll be treated with respect, and that you are expected to treat the instructor and other students with respect as well. As such, please turn all cell phones off before class. **Be on time to class. Don't read the newspapers, surf the Internet, study for other exams or talk to other people during class.** Be engaged, active and respectful. Inappropriate, vulgar, obscene, threatening or other negative discourse will not be tolerated.

Extra credit

Throughout the semester, extra credit may be available to students. Extra credit opportunities may include participating in a research study, attending a research presentation, etc. They may be conducted in class, or may be scheduled for another time outside of class. There is no guarantee the instructor will provide students with extra credit opportunities. Extra credit, if offered, will be offered equally to all students as an individual opportunity.

Academic integrity

All academic work must meet the standards contained in "A Culture of Honesty." Student are responsible to inform themselves about those standards before performing any academic work. (http://www.uga.edu/honesty/ahpd/culture_honesty.htm) Students who violate the University of Georgia's Academic Honesty policy are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. **Cheating on exams or class assignments will not be tolerated.** Exams are to reflect your work and your work only. They are to be taken without the assistance or use of notes, textbooks or outside materials.

****Always try to PARAPHRASE (write in your own words) the ideas of other people and be sure to cite their names within the body of your paper. You are responsible for knowing what plagiarism is. Be careful and if you are unsure, please ask questions.** I am happy to look over your citations or answer questions.

Students with disabilities

We have a Disability Service Department at UGA. We are committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American Disabilities Act. Any student with a documented disability needing academic adjustments is requested to speak with the Disability Resource Center and the instructor as early in the semester as possible. All discussions will remain confidential. More information about the University's policy and procedures can be found at <http://www.dissvcs.uga.edu>.

WebCT

The course will use WebCT as a communication tool between the instructor and students. Additional readings will be posted on WebCT. Students are responsible for checking the class WebCT occasionally for any changes or updates to the course, and announcements.

TENTATIVE CLASS SCHEDULE

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

| Date | Readings | Topic/Activity | Class Activity/ Due Dates |
|----------------|---|---|--|
| 8/18 | | Course Overview | Student information sheet |
| 8/20 | Davis 1, 2 | Introduction to Advertising Research Assign groups/Group project instructions | |
| 8/25 | Kelly 1 | Introduction to Account Planning Ethics of Advertising Research | |
| 8/27 | handout | Secondary Research @ Main Library "Instruction Lab" (1 st floor) | |
| 9/1 | W&D 3 | Ethics of Advertising Research | |
| 9/3 | Davis 6 | Primary Research (Qualitative vs. Quantitative) Observational Research | |
| 9/8 & 10 | W&D 7 | Survey | |
| 9/15 & 17 | W&D 4 | Sampling: Probability & Nonprobability | |
| 9/22 | | Exam 1 Review | |
| 9/24 | | Exam 1 | |
| 9/29 | W&D 6 | Content Analysis | |
| 10/1 | W&D 9 | Experiment | Group project part 1 & peer evaluation due |
| 10/6 & 8 | W&D 2 (p.50-63) | Measurement, Reliability/Validity | |
| 10/13 & 15 | W&D 7 | Question Development, Questionnaire Design | |
| 10/20 & 22 | W&D 5 | Qualitative Research (Focus groups, In-depth Interviews) | Final questionnaire due Begin data collection (10/20) |
| 10/27 | W&D 5 | Analysis of Qualitative Data | |
| 10/29 & 11/3 | W&D 10, 12 | Quantitative Data Analysis (Descriptive & Inferential Analysis) | |
| 11/5 & 10 & 12 | | SPSS (Statistical Software) | Finish data collection Begin data analysis (11/10) |
| 11/17 | | Exam 2 Review | |
| 11/19 | | Exam 2 | |
| 11/24 & 26 | Happy Thanksgiving!! | | |
| 12/1 | Stacks 15 | Reporting Research | |
| 12/3 | Group Project Presentations Group Project Part 2 & Peer Evaluation Due | | |

**Term Mid-point: Oct. 8

**Withdrawal Deadline: Oct. 22

**Grades Due: Dec.18