



**ADPR 3130—ADVERTISING RESEARCH
FALL 2009**

Instructor:	Dr. Wendy Macias	<u>Class time:</u> TTh 11-12:15
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COURSE DESCRIPTION & OBJECTIVES:

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.

Throughout the semester you will be exposed to different research designs and research methods, both quantitative and qualitative, commonly used by advertising researchers and practitioners—including secondary analysis; qualitative focus groups and depth interviews; and quantitative approaches such as textual analysis, experiments, and surveys. In our review of these methods, we will discuss topics such as the role and importance of research in advertising; the ethics of communication research; formulating appropriate research questions and developing hypotheses; selecting an appropriate methodology; implementing a study; interpreting and reporting findings. You will also be introduced to basic statistical procedures.

In addition, you will get “hands on” experience 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. Weichselbaum, Hart (2008), *Readings in Account Planning*, Chicago, IL: The Copy Workshop.
2. There are two course packets at Bel-Jean Copy. One is your primary text (called “Readings”) and the other is lecture notes and handouts (called “Handouts”).

PREREQUISITES:

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



GRADING:

Three exams (@ 18.33% each)*	55%
Consumer Analysis Group Project	35%
Class assignments (includes Pop Projects & attendance)	10%

* Plus an optional comprehensive final exam

Grade cutoffs:

A = 92-100	(4.0)	C+ = 77-78.9	(2.3)
A- = 90-91.9	(3.7)	C = 70-76.9	(2.0)
B+ = 88-89.9	(3.3)	C- = 69-69.9	(1.7)
B = 81-87.9	(3.0)	D = 60-68.9	(1.0)
B- = 79-80.9	(2.7)	F = below 60	(0.0)

EXAMS:

The first three exams will be held in class 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, class discussions and exercises covered within the exam units specified by the course schedule. The final exam will be comprehensive but is optional. You may take the final to drop your lowest exam grade or to make-up a missed exam.

The exams will consist of multiple choice, true/false, 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 students an opportunity to ask questions and clarify topics covered during the unit.

***** **No early or make-up exams will be given. No excuses will be accepted.******* Any student who misses an exam will receive a zero for that exam and must take the final exam to replace the missing exam grade.

EXTRA CREDIT:

You have the opportunity to earn extra credit and improve your exam grades. During the time before each exam you can bring to class and discuss up to four articles (newspapers, magazines, online sources, etc.) which discuss issues related to advertising/public relations or research or advertisements/communications which demonstrate consumer insight. You will earn ½ exam percentage point each. In other words, up to two points will be added onto each exam score if you take full advantage. This is meant to, not only help your grades, but also encourage you to stay up-to-date with advertising and research news.

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. Participation on the day class assignments are due is especially important, as your answers will provide the majority of class discussion and you will have the greatest opportunity to speak and share your ideas.

In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates is mandatory. I will not accept behavior that makes others in the class feel uncomfortable.

Your grade for "class assignments" will include your grades on the pop projects, case study, in-class assignments and attendance grade. I will take attendance everyday. 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.



POP PROJECTS:

Periodically, you will be given a short, written assignment to be completed one week later. These assignments must be typed and handed in at the beginning of class. The goal of the assignments are 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.

These projects are also designed to give you a feel for what happens in advertising and marketing jobs everyday. Projects are often expected to have a very quick turnaround. Advertising professionals must learn how to drop or juggle their daily duties in order to make a hot project happen.

** All written assignments are due at the beginning of class (11:00 not 11:01). 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 2:00 the next day, 10 points will be deducted from your grade).

ACADEMIC INTEGRITY:

All academic work must meet the standards contained in "A Culture of Honesty." Each student is 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.

Papers must use proper attribution to all sources utilized to write the paper as well. You are responsible for knowing what plagiarism is. We will discuss proper attribution in class and I am happy to look over your citations or answer questions at any time.

EMERGENCIES: In the case of emergencies or extenuating circumstances that cause you to miss class over an extended period of time, please notify me as soon as possible via telephone or email.

DISABILITY SERVICES: 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.

HONORS OPTION:

Honor's students can choose to take this class honors option. Please speak to the professor during the first couple class periods about what the work would entail. It varies each semester.



Class Schedule *

<u>Day</u>	<u>Date</u>	<u>Chapter/s (page#s)</u>	<u>Topic</u>	<u>Class Activity/Due Dates</u>
T	August 18	Davis 1 & 2, Fortini pp. 1-28	Course Overview & Research Intro.	Student information sheet
Th	August 20	HW (pp. 1-53), Fortini (pp.29-50, 77-83) Baxter 5	Introduction to Account Planning Ethics of Advertising Research	
T	August 25	lecture & handout	Secondary Research @ Main Library “Instruction Lab” (1 st floor)	
Th	August 27	Kelley 2 Vals Fortini 11	Situation Analysis Target Market Segmentation Perceptual Mapping	collage
T	September 1		Introduce Group Research Project	
Th	September 3	HW (pp. 55-99)	Provocative thoughts about advertising and research	
T	September 8	HW (pp.101, 129- 170) HW (pp. 103-128, 171-196) Stacks 6, Fortini 10 Baxter 16	Quantitative & Qualitative Overview Qualitative Research (focus group & interviews)	
Th	September 10	Fortini 5, 8, 9	Observational Research	Pop project #1 assigned
T, Th	Sept. 15 & 17	Stacks 10	Quantitative Methods —Survey Research	Pop project #1 due 9/17
T	September 22		Exam 1 review	
Th	September 24		Exam 1	
T	September 29	Wimmer 4	Sampling	
Th	October 1		Go over exam 1 scores and answers	
T	October 6	Wimmer 4 HW (pp. 197-215, 233-253)	Sampling (cont.) Discuss part 2 of the project “The Coolhunt” & Shopping Science	Project part 1 & peer evaluations due
Th, T	Oct. 8 & 13	Baxter 8 (pp. 166-187)	Question Development & Questionnaire Design	
Th	October 15	Stacks 11	Experimental Research	
T	October 20		Exam 2 review	Research outline & materials due
Th	October 22		Exam 2	
T	October 27	HW (pp. 299-309) Hocking 6	The Creative Brief Measurement in Quantitative Research	
Th	October 29		Go over exam 2 scores and answers	
T	November 3	Hocking 6 HW (pp. 216-232)	Measurement (cont.) “Fast Track Planning”	Pop project #2 assigned (due 11/10)
Th, T	Nov. 5 & 10	Stacks 12, 13	Descriptive & Inferential Analysis of Quantitative Data	
Th, T	Nov. 12 & 17	Stacks 12, 13	SPSS in-class Lab (statistical software)	
Th	November 19	Stacks 15, Fortini 15 HW (pp. 255-298)	Reporting Research, Exam 3 review & project help The Future of Account Planning	
T	December 1		Exam 3	
Th	December 3		Group Project Presentations (Project Paper #2 & peer evals. due)	
F	December 11		Optional Final Exam (same room, noon-2pm)	

* *The syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*

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You are responsible for changes announced in class or via email.

HW readings are in the Hart Weichselbaum book and all other readings are in your reading packet (in order and listed by author and chapter unless otherwise noted).