

## **Advertising Research**

JOUR4326-001

Fall 2012

MW 2:20-3:45PM

106 MJ

Sandra H. Utt, Ph.D.

334A Meeman Journalism

Office Hours: MW, Noon-2PM  
TR, Noon-2PM

Office: (901) 678-4795

Cell: (901) 628-2553

Email: [sutt@memphis.edu](mailto:sutt@memphis.edu)

## **COURSE REQUIREMENTS**

### **CATALOGUE/COURSE DESCRIPTION:**

Fundamentals in advertising research; nature of the market, appropriate advertising strategies, message effectiveness and media audiences; primary and secondary research, sampling, questionnaire design, survey, and data processing and analysis.

### **PREREQUISITE:**

JOUR 2121, 3300; COREQUISITE: JOUR 4327

### **TEXTBOOK:**

*Advertising Research: Theory & Practice* (Second edition) Joel J. Davis

### **CLASSROOM FORMAT:**

This is a professional program for journalists who are expected to understand, and comply with, deadlines. Think of your class as your “job,” and treat it as such. If you have problems attending class, you are encouraged to make arrangements with your employer or other conflicts that will enable you to fully participate, or drop the class and enroll in it with your schedule allows you to attend. Pop quizzes **cannot** be made up or repeated.

The class will be presented in both the lecture and discussion formats. Class discussion will involve application of concepts to the advertising research problem. Assignments will require students to analyze sets of data using SPSS.

### **GRADING:**

Your final grade for the course will be based on a percentage of the following:

- Quizzes on chapter readings and additional readings and/or homework/computer assignments. 500 points
- Final examination 200 points
- Brand Strategy 500 points
- Two tests @150 points each 300 points
- Total possible 1500 points

A=90% of total possible

B=80% of total possible

C=70% of total possible  
 D=60% of total possible  
 The plus and minus system will be used for this class.

**TENTATIVE TIMETABLE:**

<i>DATE</i>	<i>SUBJECT</i>	<i>READINGS</i>	<i>ADDITIONAL ITEMS</i>
Aug. 27	Research Process	Chapter 1	
Aug. 29	Ethics	Chapter 2	
Sept. 3	No Class		
Sept. 5	Secondary Research	Chapter 3	
Sept. 10	Sampling	Chapter 4	
Sept. 12			Test #1 (Chapters 1-4)
Sept. 19	Qualitative Insights	Chapter 5	Situation Analysis draft due
Sept. 24	Focus Groups	Chapter 6	IRB/Script for Focus Group
Sept. 26	Qualitative Analysis	Chapter 7	
Oct. 1	Observation	Chapters 8/10	Qualitative Research subject due
	Data Collection		
Oct. 3	Measurement	Chapter 11	
Oct. 8	Survey Questions	Chapter 12	
Oct. 15			Fall Break/No Class
Oct. 17	Questionnaire	Chapter 13	
Oct. 19/Midnight			Focus Group summary due
Oct. 22			Test #2 (Chapters 5-13; not Chapter 9)
Oct. 24	Descriptive Statistics	Chapter 15	Marketing draft due
Oct. 29	Inferential Statistics	Chapter 16	Questionnaire due
Oct. 31	Finish Questionnaire	Issues	
Nov. 5	Segmentation	Chapter 17	
Nov. 7	Branding Mapping	Chapter 18	
Nov. 12			Work on survey data
Nov. 14			Work on survey data
Nov. 19	Ad Testing	Chapters 19/20	
Nov. 21			Input data, run data
Nov. 26			Discuss data
Nov. 28			Supporting Research draft due
Dec. 3			Work on Glidden project
Dec. 5			Review for Exam
			Last day of class
			Glidden project due
Dec. 6			Study Day
Dec. 12			Final/1-3PM

**ASSESSMENT**

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4326:**

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;

- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- apply basic numerical and statistical concepts;

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

Upon completion of this course students should be able to:

- Understand different types of research methods and when to use them
- Understand fundamental quantitative research methods
- Understand fundamental qualitative research methods
- Understand ethical principles when conducting research with human participants

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- Identify basic measurement constructs such as validity and reliability
- Design and develop a research project while demonstrating awareness of the factors that influence research
- Understand principles of evaluation
- Communicate research ideas, methods and findings

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4326:**

The class is design to equip students with knowledge necessary to plan and execute advertising research. Students should understand the following concepts by the end of the semester:

- The changing role of advertising research in today's business environment.
- The content of advertising research to include: the target audience, the competition, the product life cycle, and the positioning statement.
- The methods to conduct advertising research to include: writing research objectives, strategies, tactics and evaluation; understanding secondary research strategies to include the use of computerized databases; understanding sampling techniques to include probability and non-probability sampling; designing and writing a questionnaire; conducting a survey; conducting a focus group; analyzing the data, writing the research report.
- Using syndicated research sources to include broadcast and print message research and broadcast and print audience research.

**PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as

- appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
  - understand concepts and apply theories in the use and presentation of images and information;
  - demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
  - think critically, creatively and independently;
  - conduct research and evaluate information by methods appropriate to the communications professions in which they work;
  - write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
  - critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
  - apply basic numerical and statistical concepts;
  - apply tools and technologies appropriate for the communications professions in which they work.

#### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

### **DEPARTMENT POLICIES**

#### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

#### **CELLPHONES:**

Do not use your cellphone during class unless all of us are using our cellphones.

#### **LAPTOPS AND iPADS:**

You are encouraged to bring your laptops and iPads to class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be

permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

#### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

#### **ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

#### **EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.