

## **Advertising Research**

ADVR 4326-001

Fall 2017

MW 2:20-3:45PM

106 MJ

Sandra H. Utt, Ph.D.

334A Meeman Journalism

Office Hours: MR, 10AM-Noon

Office: (901) 678-4795

Cell: (901) 628-2553

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

## **COURSE REQUIREMENTS**

### **CATALOG 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. 15%
- Brand Strategy (including online portfolio) 35%
- Two tests @150 points each 20%
- Final Exam 20%
- Weekly postings on class website 10%
  - 14 weeks @ 10 points each

**Posts to class Facebook page:**

C: students must post at least once each week.

B: students must post at least twice each week.

A: students must post at least three times each week.

Students should interact and develop discussion threads with your course colleagues each week.

Comments must be at least two sentences long and relate to the topic being discussed. Any postings deemed irrelevant by your professor will not count, such as short posts such as “I agree.” Both the frequency of your postings and the quality of your contributions will be evaluated for your grade in this category.

The plus and minus system will be used for this class.

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

**OTHERS ISSUES:**

Everything must be written in third perso—not first or second. Remember to be consistent and parallel with bullets.

Use 11 or 12 Times Roman for all text. Use 1.5 spacing.

All of these sections must be in one Word document that’s attached in an email to me. The extension must be either .doc or .docx. Nothing else will be graded. Do not send your sections as part of an email.

Also, you must label your attached file as follows:

YourLastName.SA/TA/MK/SR

SA is Situation Analysis; TA is Target Audience; MK is Marketing; SR is Supporting Research

It should be your last name and not the words “YourLastName.” Don’t laugh. I’ve had students do that. If your file isn’t labeled correctly, it will not be graded.

The client for the 2018 NSAC is Ocean Spray. More information to follow

**TENTATIVE TIMETABLE:**

<b>DATE</b>	<b>SUBJECT</b>	<b>READINGS</b>	<b>ADDITIONAL ITEMS</b>
Aug. 28	Research Process	Chapter 1	
Aug. 30	Ethics	Chapter 2	
Sept. 4			No Class
Sept. 6	Secondary Research	Chapter 3	
Sept. 11	Sampling	Chapter 4	
Sept. 13	Sampling	Chapter 4	
Sept. 18			Test #1 (Chapters 1-4) Student AdFed meeting 4PM/106MJ
Sept. 20	Qualitative Insights	Chapter 5	
	Focus Groups	Chapter 6	Script for Focus Group
Sept. 22	No later than 11:59 PM		Situation Analysis draft due
Sept. 25	Qualitative Analysis	Chapter 7	
Sept. 27	Observation/ Data Collection	Chapters 8/10	
Sept. 28			Memphis AdFed/11:30AM
Sept. 29	By Midnight		Qualitative Research subjects due
Oct. 2	Measurement	Chapter 11	
Oct. 4	Survey Questions	Chapters 12/13	
Oct. 9	Work on Questionnaire		Student AdFed meeting 4PM/106MJ
Oct. 11			Test #2 (Chapters 5-13; not Chapter 9)
Oct. 13	Questionnaire draft due not later than 11:59 PM		
Oct. 16			Fall Break/No Class
Oct. 18	Descriptive Statistics	Chapter 15	Marketing draft due
Oct. 19			Memphis AdFed/11:30AM
Oct. 20	No later than 11:59 PM		Focus Group summary due
Oct. 23	Finish Questionnaire Issues		Questionnaire posted
Oct. 25	Inferential Statistics	Chapter 16	
Oct. 30	Segmentation	Chapter 17	
Nov. 1	Branding Mapping	Chapter 18	
Nov. 2			Memphis AdFed 4PM?11:30AM
Nov. 3	No later than 11:59PM		Qualitative research due
Nov. 6	Ad Testing	Chapters 19/20	
Nov. 8	Work on survey data		
Nov. 10	No later than 11:59 PM		Target Audience draft due
Nov. 13			Work on survey data Student AdFed meeting 4PM/106 MJ
Nov. 15			Work on survey data
Nov. 20/24			Thanksgiving break
Nov. 27			Supporting Research draft due
Nov. 29			Work on project
Dec. 4			Work on project Student AdFed meeting 4PM/106 MJ
Dec. 6			Project due
Dec. 13			1-3PM Final Exam (Chapters 15-20) Portfolio due via link

## **FIVE PILLARS OF ADVR4326**

- *Professionalism*: Students learn the professional standards and strategies of conducting research for advertising practice. Additionally, students understand the ethics involved in conducting human subject research.
- *Writing*: Students develop writing skills related to conducting research, including instrument design and reporting results to the client.
- *Multimedia*: Students prepare a supporting research section that involves focus groups, participate observation, interviewing and running data from a survey. Additionally, they must post weekly on the class's Facebook page.
- *Critical Thinking*: Students must demonstrate an understanding of the methods used to conduct research in advertising, including surveys, focus groups, interviews and observation.
- *Media Literacy*: Students grow in media literacy through exposure to the vocabulary and tools of the advertising industry. Students learn how to conduct research to solve a client's problem, gathering information beneficial for strategic campaign planning.

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR4326:**

- 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 ADVR4326:**

### *Awareness:*

- 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.

### *Understanding:*

- 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.

### *Application:*

- Using syndicated research sources to include print, electronic, digital and social media audience research.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**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.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“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.

**DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.