

## **Advertising Research**

JOUR4326-001

Fall 2015

MW 2:20-3:45PM

106 MJ

Sandra H. Utt, Ph.D.

334A Meeman Journalism

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### **COURSE REQUIREMENTS**

#### **CATALOG/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
- Brand Strategy 500 points (including online portfolio)
- Two tests @150 points each 300 points
- Final Exam 200 points
- Weekly posting on class website 75 points (14 weeks @ 5 points each)
- Total possible 1575 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. 24	Research Process	Chapter 1	
Aug. 26	Ethics	Chapter 2	
Aug. 31	Secondary Research	Chapter 3	
Sept. 7		No Class	
Sept. 9	Sampling	Chapter 4	
Sept. 14	Sampling	Chapter 4	
Sept. 16			Test #1 (Chapters 1-4)
Sept. 18	By Midnight		Situation Analysis draft due
Sept. 21	Qualitative Insights	Chapter 5	
	Focus Groups	Chapter 6	IRB/Script for Focus Group
Sept. 23	Qualitative Analysis	Chapter 7	
Sept. 25	By Midnight		Qualitative Research subjects due
Sept. 28	Observation	Chapters 8/10	
	Data Collection		
Sept. 29	Measurement	Chapter 11	
Sept. 30	Survey Questions	Chapters 12/13	
Oct. 5	Work on Questionnaire		
Oct. 7			Test #2 (Chapters 5-13; not Chapter 9)
Oct. 8	Questionnaire draft due by Midnight		
Oct. 12			Fall Break/No Class
Oct. 15			
Oct. 16/Midnight			Focus Group summary due
Oct. 19	Descriptive Statistics	Chapter 15	Marketing draft due
Oct. 21	Inferential Statistics	Chapter 16	Qualitative research due
Oct. 26	Finish Questionnaire	Issues	
Oct. 28	Segmentation	Chapter 17	
Oct. 30			Questionnaire posted
Nov. 2	Branding Mapping	Chapter 18	
Nov. 4	Ad Testing	Chapters 19/20	
Nov. 9			Work on survey data
Nov. 11			Work on survey data
Nov. 16			Supporting Research draft due
Nov. 18			Work on Snapple project
Nov. 23			Work on Snapple project
Nov. 25			Thanksgiving break
Nov. 30			Snapple project due
Dec. 2			Last day of class/No class
Dec. 9			1-3PM Final Exam (Chapters 15-20)

## **FIVE PILLARS OF JOUR4326**

- *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*: JOUR4326 addresses 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, 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*: JOUR4326 addresses media literacy by exposing students 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 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.

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## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

### **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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific 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. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

### **ACADEMIC INTEGRITY:**

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, a student receiving any assistance from

others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or 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)

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **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.

### **DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower 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:**

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.

**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.