

Fall 2018**ADVERTISING RESEARCH: ADV 344k****TTH 11 - 12:15****BMC 2.106***Topic: Fenty Beauty*Professor - **Lee Ann Kahlor**, Ph.D.OFFICE HOURS: **Thurs 1-2 p.m. and by appt.**OFFICE: **BMC 4.370**512-791-5726 (this is my cell so call or text only **9****am -7 pm** when you need immediate response, otherwise email me at **Kahlor@austin.utexas.edu**)**TEACHING ASSISTANTS**

Your assigned TA is who you should meet with to discuss assignments. The role of the TA is to work with you on assignments and grade those assignments. Please, to help establish consistent relationships, only seek guidance from your own TA (assignments are according to your last name – see below). Office Hours are held in your TA's cubicle in the center of the 4th floor of BMC.

Emily Chadraba Students A-Er emily.chadraba@utexas.edu OH: Tues 12:30-1:30 & Wed 10:30-11:30 and by appt.	Yuhosua “Joshua” Ryoo Students Es-Le ryooyuhosua@utexas.edu OH: Thurs 10-11 a.m. and by appt. in 4.322B
Patrick Jamar Students Li-Rod pjamar@utexas.edu OH: Tues 10-11 a.m. and by appt.	Siyan Li Students Rom-Z siyan_li@utexas.edu OH: Mon 1:30-3 p.m. and by appt. in Cubicle #13

TEXTBOOK

Hair, Celsi, Ortinau & Bush (2017). Essentials of Marketing Research, Fourth Ed. McGraw Hill. Buy at the Coop or online, bound copy, eBook or value edition – wherever you can get it and in whatever form you desire, just be sure to **get the 4th edition only**. You will need the text for weekly quizzes.

Also required – you must use the **iClicker Reef app** (available from App Store or Google Play) to participate in class polls. The app uses geo-location so you cannot participate or sign in unless you are in the lecture hall. Be sure to enable location sharing for the app and then sign in on Canvas under assignments.

COURSE OBJECTIVES

This course builds on Adv/PR 309 (or Stats 306) to provide more explanation of social science research methods commonly used in advertising and PR. The understanding you gain in this course will be valuable in your future courses (especially media, management and campaigns) and career, and for your lifetime role as a consumer of research.

This course carries the **Quantitative Reasoning flag**. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.

COURSE FORMAT

This is a large lecture-based class supplemented with quizzes, iClicker polls, discussion posts, and assignments. Lectures provide the course content and supplement the readings, quizzes ensure concepts from readings are learned weekly, iClicker polls and discussion posts provide opportunities for in-class engagement, assignments apply course concepts in practical ways, and exams offer assessments of learning progress at key checkpoints.

GRADING FOR THIS COURSE WILL BE ALLOCATED AS FOLLOWS:

iClicker polls 5%
Discussion Posts 5%
Assignments 40%
Weekly online quizzes 8%
Exams 40%
Professionalism and research participation 2%

IN-CLASS ICLICKER – 5%

We use iClicker Reef for polling **in class**. These are NOT announced ahead of time. I will drop the two lowest scores. The purpose is to build an in-class community, share ideas and test your burgeoning knowledge.

Discussion Posts – 5%

Periodically we will post on Canvas discussion prompts to which you must respond within a given time-frame. These may be news articles related to Adv/PR, professional development tips, etc. Be sure to check Canvas often so you don't miss them!

ASSIGNMENTS- 40%

Your TA will work with you on assignments, as well as grade all of your assignments. Your TA will be available to answer questions about assignments during face-to-face office hours in the Belo building and by appointment and email. **Questions about assignment grades must be raised in the week following the posting of your grade. Always start with your TA.**

Due dates are listed on the schedule below and are firm. All assignments are to be completed individually, not as a group. You can revise one assignment (not including “index & survey” and discussion posts) for a better grade if you improve on the prior version in substantive ways. Work with your TA if you are interested.

Mintel/SWOT	15%
Photo post	1%
Photovoice	6%
Social Mention	4%
Index post	1%
Take survey	1%
Quantitative analysis	12%

QUIZZES - 8%

Quizzes are administered online via Canvas. See below for dates. The quizzes focus **only on the book** and each consists of **8 questions answered in 10 minutes**. Note that quizzes are due by class time on the days noted on the class schedule below. Add the due dates to your personal calendar.

You have one week from the day a grade is posted to resolve dispute about the grade. **I will drop your lowest quiz grade – this includes missed quizzes, sick days, emergencies or technical failures.**

Complete the readings for the week, take notes and then take the quiz. You usually have more than 72 hours to access a quiz, but once you start it, you must finish it in 10 minutes. NOTE: Sometimes Canvas crashes or freezes and I often am not available the few hours right before class.

EXAMS - 40%

There will be three in-class multiple-choice exams and an optional final during finals week. See Calendar for the scheduled dates.

Exams will cover materials presented in class and readings. You are responsible for readings, even if content is not reiterated in class.

A study guide and online review session will be provided prior to each in-class exam.

After the exams are graded and the grades are posted, you have ONE WEEK to look over the exam questions during Prof. Kahlor's office hours. Any grade concerns **MUST** be resolved then.

An **optional comprehensive final examination** will be offered **Saturday, December 15, 7:00 pm-10:00 pm** as a make-up option for anyone who has missed one of the in-class exams or for anyone who wants to try to improve her/his course grade. This exam will replace the lowest regular in-class examination only if it is higher. Otherwise, it will not be counted. This is the only make-up opportunity if any test was missed for any reason. **No other make-up exams will be given.**

There is no way to know now if you will want to take the optional final, so schedule travel at your own risk.

RESEARCH AND PROFESSIONALISM - 2%

Research Participation: As research is a big focus in this class, you are required to take part in a total of **2 research studies** that I will make available to you throughout the semester. I do not honor research points from other departments or schools. Do not take a study more than once (e.g., to meet another class' requirements) or the credit will be voided. You will *not* receive *extra* credit in this class for participating in more than 2 studies, although you may have additional research requirements in other classes.

Professionalism: Please use a respectful tone when addressing the teaching team or your peers. Remain attentive and engaged in lecture. Arrive at class on time, do not pack up early, and stay for the entire class period (or until dismissed). Please refrain from distracting behaviors like watching movies in class or surfing the web.

Students are responsible for any information missed during an absence. Lecture notes from previous days are not available from the professor.

In class, students who use laptops are asked to sit in designated seats.

Attitude and professionalism will be considered in determining final class professionalism grade.

FINAL GRADES

Grades this semester **will NOT be rounded up or down**. For example, a B- is inclusive of all scores 80.000 through 83.999%. NOTE: You must have a minimum grade of C in this class.

A = 94-100 A- = 90-93 B+ = 87-89 B = 84-86 B- = 80-83 C+ = 77-79 C = 74-76 C- = 70-73 D+ = 67-69 D = 64-66 D- = 60-63

Note: I do not respond the way you hope when you email me at the end of the semester about your need for an extra .2 point to get a certain grade. Cutoffs are listed so you can work from day 1 to ensure you are not on the edge by the end.

UNIVERSITY OF TEXAS HONOR CODE

Core values of UT Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

POLICY ON SCHOLASTIC DISHONESTY

Academic dishonesty is cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. **These are the course guidelines and you must adhere to them.** Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read at http://deanofstudents.utexas.edu/sjs/acint_student.php.

STUDENTS WITH DISABILITIES

The University provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone). If accommodations include testing time and control of distractions, **please arrange to take your exams in the SSD facility.** Remind me to send the exam there before the scheduled exam date, and have them email the exam back to me for grading.

RELIGIOUS HOLY DAYS

Notify us of your pending absence at least fourteen days prior to the date of a religious holy day, especially if you must miss class, an exam, assignment, or project.

THE MOODY COLLEGE WRITING SUPPORT PROGRAM

The program, located in BMC 3.322, offers one-on-one assistance without charge to students seeking to improve their professional writing in all fields of

communication. We have specialists in Journalism, RTF, CSD, CMS, and PR and Advertising. In addition, we offer workshops to strengthen core writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments on our website or drop in for assistance during all stages of the writing process. <https://moody.utexas.edu/students/moodywriting>

COUNSELING AND MENTAL HEALTH SERVICES

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | 512-471-3515 | cmhc.utexas.edu
- CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html
- CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW CMA 4.134 | 512-471-7642 (Please leave a message if she is unavailable)
- FREE Services at CMHC for:
 - o Brief assessments and referral services
 - o Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html
 - o MindBody Lab - cmhc.utexas.edu/mindbodylab.html
 - o Classes, workshops, & groups - cmhc.utexas.edu/groups.html

Struggling? Know your resources.

UT's Sanger Learning Center: <https://ugs.utexas.edu/slc>

Writing Center: <http://uwc.utexas.edu/>

UT resources for health and wellness:

<http://www.utexas.edu/campus-life/health-and-wellness>

Other resources:

<http://deanofstudents.utexas.edu/>

<https://besafe.utexas.edu/behavior-concerns-advice-line>

<https://titleix.utexas.edu/resources/>

SCHEDULE

Wk	Dates	Topic	Reading (do before quiz)	Quiz (due Tuesdays before class)	Exam & Assignments
1	Aug. 30	Intro	Ch. 1-2		
2	Sept. 4, 6	Secondary Research, SWOT, Mintel	Ch. 3	Q1	
3	Sept. 11, 13	Media Research			SWOT due (9/13)
4	Sept. 18, 20	Qualitative Research	Ch. 4	Q2	
5	Sept. 25, 27	Qualitative Analysis	Ch. 9	Q3	
6	Oct. 2, 4	Exam Photovoice			Exam 1 (10/2)
7	Oct. 9, 11	Social Mention Content analysis			Social Mention in class (10/9) Post photo (10/11)
8	Oct. 16, 18	Experiments, Ad- testing	Ch. 5	Q4	Photovoice due (10/16)
9	Oct. 23, 25	Biometrics, Sampling	Ch. 6	Q5	
10	Oct. 30, Nov. 1	Survey Exam			Exam 2 (11/1)
11	Nov. 6, 8	Measures, Qualtrics,	Ch. 5, 7, 8	Q6	Post index (11/8)
12	Nov. 13, 15	Descriptives	Ch. 10, 11	Q7	Class Survey (11/13)
13	Nov. 20	Inferentials/ relationships	Ch. 12	Q8	
14	Nov. 27, 29	Reporting, Presenting	Ch. 13	Q9	Quant due (11/29)
15	Dec. 4, 6	Wrap up Exam			Exam 3 (12/6)

Optional final is Saturday, December 15, 7:00 pm-10:00 pm