

Introduction to Advertising/PR Research (309R)

Spring 2019

Instructor

Matthew S. Eastin, PhD

Professor

Office: BCM #4.324

Office Hours: Tuesday offline (my office) from 10am to 11:30am or by Appointment

Email: matt.eastin@utexas.edu

Teaching Assistant

Fangxin Xu

Office Hours: Monday and Thursday 9-11am (BMC 4th floor Cubical 4.332) or by apt. I will also have a chat open on this time to answer questions virtually, Thursday online 4pm to 5pm.

Email: fxu@utexas.edu

Manuela Caviedes

Office Hours: Monday and Wednesday 12:00-2:00 p.m. (BMC 4th floor Cubical 4.332) or by apt. Also, I'll be available online Tuesday from 9:00 to 10:00 a.m.

Email: mcaviedes@utexas.edu

Zayna Thompson

Office Hours: Tuesday and Thursday 10:00-12:00 p.m. (Cubical TBD) or by apt.

Email: zayna@utexas.edu

Required Resources

Davis, J. J.(2012). *Advertising Research: Theory and Practice*, 2nd Ed. Saddle River, NJ: Prentice Hall.

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 2nd edition**.

Technological Requirements

All students will be required to use excel and SPSS throughout the semester. You may access SPSS in the following ways:

- Campus Labs: MEZ 2.104 (5 copies)
- You may purchase a 6-month or 1-year student license of IBM SPSS (Base Grad Pack) for \$42.99 or \$65.99, respectively. Visit the following: <http://www.onthehub.com/spss/>
- IBM SPSS free trial: <https://www.ibm.com/analytics/us/en/technology/spss/spss-trials.html>

Course Goals

From a media and advertising perspective, this course will cover essential statistical analyses needed for basic advertising research. Quantitatively, within the context of advertising examples, this class will cover sampling, descriptive statistics, variable development and measurement, probability, group comparisons, and relational and predictive testing. Again, each of the topics will be advertising-based in example and context.

Lectures

All lectures will be posted to CANVAS. Students can view lectures at any time prior to taking the exam. Lectures may be in video, audio or presentation format (although most are video). Assignments will be covered in lecture and labs. Students can follow up with the instructor or TA during their online (or off-line) office hours. Due to the nature of this online class, all material needed for exam 1 will be posted by January 22nd, 2019. Following exam 1, all material needed for exam 2 will be posted. Following exam 2, all remaining materials will be posted.

Grading

Grading breakdown is as follows:

Individual Assignment (x4 – 10% per)	=	40%
Exam Flashcards (x2 – 5% per)	=	10%
Exam 1	=	10%
Exam 2	=	20%
<u>Exam 3 (cumulative)</u>	=	<u>20%</u>
Total		100%

Grade Breakdown

93-100 = A	87-89 = B+	77-79 = C+	65-69 = D+	59 and below = F
90-92 = A -	83-86 = B	73-76 = C	60-64 = D	
	80-82 = B -	70-72 = C -		

Individual Assignments

There will be four individual assignments. Three of these assignments will require you to analyze, display (visually) and write-up data. **Simply using SPSS output will not be sufficient for assignment completion.** More information will be presented in class on the date indicated on the course schedule below.

Exams

There will be three exams throughout the semester. In most instances, the TA will try to have some kind of exam review. Exam #3 will be cumulative so make sure you go back and review early class content. Make-up exams will be given only in instances of excused absences. Furthermore, you must notify me beforehand about an excused absence for an exam. On the scheduled exam days, the exam will be available online from 5pm to 10pm. You can take the exam at any point during this time period. However, once you start you will need to finish the exam. All exams will be timed and will end at their designated time allotment.

Make-up Policy Exams must be taken during the scheduled exam time. A make-up exam can only be taken if the student presents proof of a valid medical excuse or extenuating circumstance. Medical excuses and extenuating circumstances will be verified and judged as warranting a special case by the course instructor. **ALL class assignments must be turned in by the date and time listed on the syllabus. No late work will be accepted.**

Communicating with the Instructor

Feel free to contact me via e-mail or in-person. I check e-mail regularly and will do my best to respond as soon as I can; however, do not expect a response immediately, during the weekend, or at midnight before the test—simply stated, plan ahead and give me time to respond. For quickest response, please put "ADV 309R" in the subject heading.

Piazza

For most questions related to course material or class administration, please post your question to Piazza. This is the most efficient way for us to share knowledge among the entire learning community. Never doubt the value of your questions – if you are wondering about something, at least a few of your classmates are wondering the same thing!

This semester, we will be using Piazza as a class-wide discussion forum. If you have questions or topics that you'd like to discuss with your classmates and teaching team, this is the place to do it. The system is highly catered to getting you help fast and efficiently from classmates, TAs, and instructors. Rather than emailing questions to the teaching staff, we encourage you to post your questions on Piazza.

Academic Dishonesty

Any form of academic dishonesty, including plagiarism, manufacturing quotes or sources, using another's reporting, research or quotes without giving proper attribution, will result in an automatic grade of "F" for your assignment, possibly the course and possibly worse. If you're ever unsure whether you're crossing the line, ask – that's what good practitioners and good journalists do. Here's the basic university policy on academic dishonesty:

<http://deanofstudents.utexas.edu/sjs/academicintegrity.html> (Links to an external site.)

Special needs

The University of Texas at Austin provides upon request appropriate academic adjustments for qualified students with disabilities. Any student with a documented disability who requires

academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD. Please see me at the beginning of the semester if you have special needs or require alternative testing.

Tentative Nature of this Syllabus

This syllabus represents a contract in the works. Events that transpire during the semester may, in rare circumstances, require me to modify the syllabus. I will announce the modification in class and on the course Canvas. Meaning, the syllabus will update weekly with new reading and any changes in topics. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

Course Schedule

Timeline	Topic(s)	Reading(s)	Assignment Due Dates	Description
Week of January 22 nd	Pre-Course Activities Introduction	Chapter 1 and 2		I will not lecture directly to these chapters so please read them as an introduction to the class.
Week of January 28 th	Sampling/ Introduction to SPSS	Chapter 4		
Week of February 4 th	Measurement	Chapter 10 Chapter 11		
Week of February 11 th	Descriptive Statistics	Chapter 15		
Due February 20 th			Assignment #1 - 5pm Canvass Submission	
Due February 22 nd			Exam 1 Flashcards Due – Canvas 5pm	This is a completion Grade
Due February 25 th	Exam 1			
Week of February 25 th	Data Visualization P-Value and Chi-Square			Gary Wilcox, Chein Yang, Ted Talk
Week of March 4 th	T-test Analysis of Variance (ANOVA)	Chapter 14 and 16		
Week of March 11 th	Correlation	Chapter 16		

Due March 15th			Assignment 2 – 5pm Canvass Submission	
Week of March 18th	Spring Break			
Week of March 25th	Regression, Factorial Design	Chapter 16		
Due April 3st			Assignment 3 – 5pm Canvass Submission	
Due April 5th			Flashcards for Exam 2 Due – Canvas at 5pm.	This is a completion grade.
Due April 8th	Exam 2			
Week of April 8th	Segmentation Biometric Research	Chapter 17 and 9		
Week of April 15th	Ad Metrics Ad Metrics	TBA		
Weeks of April 22nd and April 29th	Ad Metrics – Interview Digital Metrics			Interview with Natalie Brown-Develin
Due May 8th			Assignment 4 – 5pm Canvass Submission	
TBA	Final Exam Review			
May 15th	Exam 3			