

Spring 2019

Kahlor 1

## ADVERTISING RESEARCH: ADV 344k

TTH 12 - 1:15

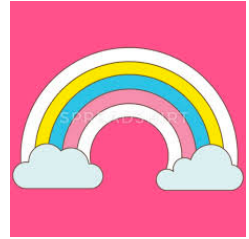
BMC 2.106

Professor - **Lee Ann Kahlor**, Ph.D.

OFFICE HOURS: **Mon 1:30-2:30 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](mailto:Kahlor@austin.utexas.edu))

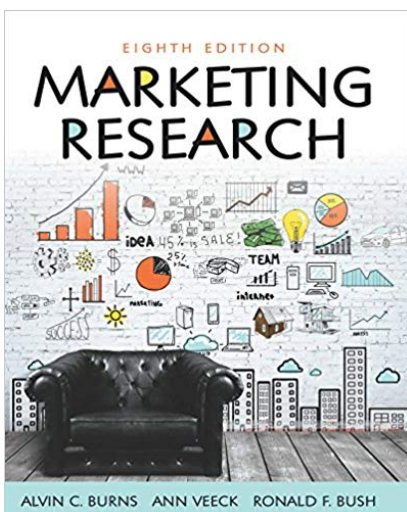


### TEACHING ASSISTANTS

Your assigned TA (see below) will work with you on assignments and grade those assignments. Thus, only seek guidance from your own TA.

<b>Emily Chadraba</b> <b>Last name A-Da</b> <a href="mailto:emily.chadraba@utexas.edu">emily.chadraba@utexas.edu</a> OH: Tu/Th 11:30-12:30 and by appt.	<b>Charulata Ghosh</b> <b>Last name De-I</b> <a href="mailto:charulata@utexas.edu">charulata@utexas.edu</a> OH: Mon 1-3 pm and by appt.
<b>Yutao Wang</b> <b>Last name J-Ph</b> <a href="mailto:wyt@utexas.edu">wyt@utexas.edu</a> OH: Tues 2-4 pm and by appt.	<b>Emily Wuetcher</b> <b>Last name Pi-Z</b> <a href="mailto:ewuetcher@utexas.edu">ewuetcher@utexas.edu</a> OH: Wed 2-4 pm and by appt.

Office Hours are held in your TA's cubicle in the center of the 4<sup>th</sup> floor of BMC.



### TEXTBOOK & INTERNET ACCESS IN CLASS

Burns, Veeck & Bush (2017). Marketing Research, 8th Ed. Pearson. 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 8th edition only**. You will need the text for weekly quizzes.

Also required – you must have a way of accessing Canvas and the Internet in class – a phone or laptop will work.

## COURSE OBJECTIVES

This course builds on Adv/PR 309 (or Stats 306, etc.) to further explore the research methods commonly used in Advertising and PR.

This course is foundational for your future courses (especially media, management and campaigns), your career, and for your lifetime role as a consumer of research.

This course carries the **Quantitative Reasoning flag**.

## COURSE FORMAT

**Lectures** provide the course content and supplement the **readings**, **quizzes** ensure concepts from readings are learned weekly, **in-class 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.

### Absences

Students are responsible for any information missed during an absence. Lecture notes from previous days are not available from the professor. **You do not need to send doctors' notes (or the like) to us when absent.** We have built into the course structure ways to either make up or drop work regardless of circumstance.



## GRADING

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

FINAL GRADES are **NOT 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. ☺

## STUDENTS WITH DISABILITIES

The University provides academic accommodations for qualified students with disabilities. 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.

### **IN-CLASS POLLS - 5%**

We use Qualtrics Surveys for polling **in class**. These are NOT announced ahead of time and record **geo-location**, meaning you have to be in-class to get credit for participating. The purpose is to build an in-class community and share ideas. **I will drop the two lowest scores - this includes sick days, emergencies or technical failures.**

### **DISCUSSION POSTS - 5%**

Periodically we will post on Canvas discussion prompts to which you must respond within a given time-frame. **I will drop one - this includes sick days, emergencies or technical failures.**

### **QUIZZES - 8%**

Quizzes are administered online via Canvas. 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 **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 **Monday, May 20, 2:00 pm-5:00 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 - this includes sick days, travel or emergencies.**

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





## **ASSIGNMENTS- 40%**

Your TA will work with you on assignments, as well as grade them. She/he will be available 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.**

<b>Mintel/SWOT</b>	<b>15%</b>
<b>Photo post</b>	<b>1%</b>
<b>Photovoice</b>	<b>6%</b>
<b>In-class Social Mention</b>	<b>4%</b>
<b>Index post</b>	<b>1%</b>
<b>Take survey</b>	<b>1%</b>
<b>Quantitative analysis</b>	<b>12%</b>

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 1% assignments) for a better grade if you improve on the prior version in **substantive** ways. Work with your TA if

you are interested. **All assignment revisions are due 2 weeks after the initial grade is posted.**

## **RESEARCH AND PROFESSIONALISM - 2%**

### ***Research Participation***

You must earn **2 research credits via studies** that will become available 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 be respectful with the teaching team and your peers. Remain attentive and engaged in lecture. Arrive on time, do not pack up early, and stay for the entire class period. Please refrain from distracting behaviors like watching movies in class or surfing the web.

## 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.

## 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](http://deanofstudents.utexas.edu/sjs/acint_student.php).

## 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 is 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](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html](http://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)
- Mental health & wellness articles - [cmhc.utexas.edu/commonconcerns.html](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html](http://cmhc.utexas.edu/groups.html)





## SCHEDULE

WEEK	TOPIC	READING	QUIZ	KEY DATES
1	1/23	Intro to Research	Ch. 1-2	
2	1/28 1/30	Process, Problem, Objectives	Ch. 3	
3	2/4 2/6	Secondary data, SWOT	Ch. 5	1 <b>SWOT due 2/8 5 p.m.</b>
4	2/11 2/13	Qualitative research	Ch. 6	2
5	2/18 2/20	Photovoice "Media Research"		<b>Post a photo 2/18 5 p.m.</b> <b>Photovoice due 2/22 5 p.m.</b>
6	2/25 2/27	<b>Exam</b> <i>In-class exercise</i>		<b>Exam 1 (2/25)</b> <b>In-class Worksheet 2/27</b>
7	3/4 3/6	Research design	Ch. 4	3
8	3/11 3/13	Content analysis		
9	3/18 3/20	<b>Spring Break!!!!</b>		
10	3/25 3/27	Experiments, biometrics		
11	4/1 4/3	<b>Exam</b> Survey	Ch. 7, 11	4 <b>Exam 2 (4/1)</b>
12	4/8 4/10	Measurement <i>In-class exercise</i>	Ch. 8	5 <b>In-class Index 4/10</b>
13	4/15 4/17	Sampling	Ch. 9-10	6 <b>Take Survey 4/15 in class</b>
14	4/22 4/24	Descriptive analysis Difference tests	Ch. 12 Ch. 13	7
15	4/29 5/1	Association tests TBA	Ch. 14	8
	5/6 5/8	Research reports <b>Exam</b>	Ch. 16	9 <b>Quant due 5/6 by class start</b> <b>Exam 3 (5/8)</b>

**Quizzes are always due before class.**

**Optional final is Monday, May 20, 2-5 pm**