

ADV 392 ADVERTISING RESEARCH METHODS II
(Unique #06685)

Time/Location:

In class: Wednesday, 11:00-2:00 in CMA 6.172

Experiential supplement: attendance at 3 research presentations of your choice

Professor: Dr. Angeline Close Scheinbaum

Email: angeline@austin.utexas.edu (for course content)

Office Hours: M 3:30-4:30

Phone: (512) 788-2480

Course Objectives:

1. To demonstrate that you are familiar with advertising research methods common in scholarship.
2. To evaluate and design methods sections of journal articles in advertising and related fields.
3. To understand the scientific method of inquiry and how it relates to research in both quantitative and qualitative approaches to social science.
4. To improve your understanding of and respect for qualitative research methods.
5. To create awareness that ethical considerations are integral to research methods.
6. To give you experience doing an original research project, with a focus on the methods section of that project.
7. To familiarize you with methods software.
8. To understand how to test hypotheses about the conditions under the mechanisms by which causal effects operate and the moderation of such.
9. How to estimate and interpret direct, indirect, and conditional effects.
10. To be more comfortable reading and writing methods sections.

Required texts:

Multivariate Data Analysis, 8th Edition

Joseph F Hair, Barry J. Babin, Rolph E. Anderson, William C. Black

Published: © 2018

Print ISBN: 9781473756540

Introduction to Mediation, Moderation, and Conditional Process Analysis, Second Edition: A Regression-Based Approach, Edition 2

Andrew F. Hayes October 30, 2017

Guilford Publications

Other readings are journal articles and all readings will be available via Canvas. You will read one chapter a week, plus journal articles.

Course Websites/Technology:

- **Canvas**

In this class, Canvas will be used primarily for posting meeting-related assignment worksheets and grading. Be sure you have a valid email address connected with Canvas to ensure receipt of communication concerning the course. It is your responsibility to check Canvas regularly. <http://canvas.utexas.edu>. The following schedule is on canvas and it is important to check Canvas regularly for the modules and other required video content.

Schedule (See Canvas for readings)

Each week we will have an assigned discussion leader. When it is your week to be discussion leader, pick a recent journal article employing the method/topic of the week and give a 15 minute review of the paper, with a focus on methods, and ask the class three interesting discussion questions to lead discussion. We then leave 15 minutes for discussion.

1. **Week 1, 1-28 (Introductions, Get books, read)**
-Seminar speaker, meet in advertising conference room 11-12:30 then in classroom for introductions and syllabus review
-Read Ch 1 (Multivariate Data Analysis is our main book, we will refer to the other mediation book more during regression in week 5)
Overview of Research Methods
2. **Week 2, 1-28 and 1-30 (Developing Your Paper)**
--Read Ch 2
Examining Your Data
Discussion Leading Begins (Focus: Exploratory Data Analysis)

**1-30 research talk TBA*
3. **Week 3, 2-4 and 1-30**
--Read Ch 3
Factor Analysis
4. **Week 4, 2-11 and 2-13**
--Read Ch 5 and chapter 1 mediation book
Multiple Regression
**Experiential Learning: Methods Report #1 of 3 due*
5. **Week 5, 2-18 and 2-20 (Research and Insights, cont.)**
--Read Ch 2& 3 from mediation book
Mediation and Moderation, Conditional Process Analysis
6. **Week 6, 2-25 and 2-27**
--Read Ch 4 & 5 chapters from mediation book
Multiple Regression, Mediation and Conditional Process Analysis cont.

7. **Week 7, 3-4 and 3-6 (Budgeting, Segmentation & Positioning, cont.)**
--Read Ch 6
MANOVA
8. **Week 8, 3-11 and 3-13 ((Budgeting, Segmentation & Positioning, cont.)**
--Read Ch 8
Logistic Regression
**Experiential Learning: Methods Report #2 of 3 due*

***Spring Break, 3-18-3-22**

9. **Week 9, 3-25 and 3-27**
--Read Ch 9
Structural Equation Modeling
10. **Week 10, 4-1 and 4-3**
--Read Ch 10
Confirmatory Factor Analysis
11. **Week 11, 4-8 and 4-10**
--Read Ch 11
Testing Structural Equation Models
12. **Week 12, 4-15 and 4-17**
--Read Ch 12
Advanced Topics in Structural Equation Models
**Experiential Learning: Methods Report #3 of 3 due*
13. **Week 13, 4-22 and 4-24**
--Qualitative Research Methods (& Mixed Methods)
14. **Week 14, 4-29 and 5-1 (Research Presentations)**
15. **Week 15, 5-6 and 5-8 (Research Presentations)**

Course Requirements and Assessment

Research Paper 30%

Research Paper Presentation 30%

Experiential Learning-Based Methods Reports 30% (3 @ 10%)

Class Participation/Discussion Leading 10%

Research Paper

Throughout the semester, you will develop or continue an original research paper, and the focus of this is the methods primarily. You will present this the last 2 weeks of the class.

Experiential Learning-Based Methods Reports

It is important to go and listen to research talks. These include seminar speakers and other formal research presentations. These can be very impactful to your career. I will invite you to many talks this semester, and also please keep up with them on our listserv. You must attend at least 3 of these research talks, and write a one page overview of it with a main focus on the method employed.

Class Participation/Discussion Leading

Class participation is rooted in attendance. It is important to be engaged in class, and to be an active participant during the discussion leader sessions of recent journal articles and during presentations. This grade is based in leading discussions on your assigned days and participating in the course the semester. This is a subjective grade that includes perceived effort, improvement, attitude, willingness to learn and overall course engagement.

Grade System

Final grades will be determined based on the following scale; No grades are rounded.

	A 93.5 to 100	A- 89.5 to 93.4
B+ 86.5 to 89.4	B 83.5 to 86.4	B- 79.5 to 83.4
C+ 76.5 to 79.4	C 73.5 to 76.4	C- 69.5 to 73.4
D+ 66.5 to 69.4	D 63.5 to 66.4	D- 59.5 to 63.4
F 59.4 or below		

Student Responsibilities

Key to this course is the concept of “team”. You do not pick your teams in the real world, and you often don’t get to pick which accounts you are assigned to. Although some team members may wish to specialize on a particular function (e.g., media planning) each team member will be graded on their contribution to all aspects of the campaign plan. There is no “boss” – unless the team so selects – organization is horizontal -- ideally functioning as a working advertising agency intent on developing a professional quality, comprehensive campaign plan and presentation. The team “representative” is just the one the TA and I will reach out to with any questions etc. as the go between. It is picked by Canvas by random.

Assignments:

Assignments turned in late, up to 5 minutes late, will receive an automatic 50%. Assignments turned in after 5 minutes late will receive a zero. The work cannot be made up.

Check Canvas frequently, and make sure your e-mail address is current with the University so that you can receive emails sent through Canvas. Any questions about grades must be submitted in writing to the Professor within 3 days of when the grade is posted.

UT Class Related Policies

More information can be found at: <http://registrar.utexas.edu/catalogs/gi09-10/index.html>

- **Policy on Scholastic Dishonesty:**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also 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. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. 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. <http://deanofstudents.utexas.edu/sjs/scholdis.php>

- **Religious Holy Days Observance Policy:**

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence. Please notify me of your pending absence at least 14 days prior to the date of observance of a religious holy day.

- **Documented Disability Statement:**

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 notify me as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.). Please notify me as early in the semester as possible if disability-related accommodations for field trips are required. Advanced notice will permit the arrangement of accommodations on the given day (e.g., transportation, site accessibility, etc.). Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information: http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

- **Q drop Policy:**

The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231: "Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number."

- **Emergency Evacuation:**

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, Police Department, or Fire Prevention Services office. Additional information

regarding emergency evacuation routes and emergency procedures can be found at:

www.utexas.edu/emergency

- **Behavior Concerns Advice Line (BCAL):**

A service that provides faculty, students and staff an opportunity to discuss their concerns about another individual's behavior. This is a partnership among the Dean of Students, Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP) and The University of Texas Police Department (UTPD). 512-232-5050 or report their concerns using the online submission form available at <http://www.utexas.edu/safety/bcal>