

**JOMC 279: Advertising and Public Relations Research Methods
Spring 2014**

Class Time: 3:30pm-4:45pm, Mondays and Wednesdays

Room: Carroll Hall 33

Instructor: Joseph Cabosky, J.D.

Office Hours: 215pm-315pm, Mondays and Wednesdays, or by appointment

Office: 391 – Carroll Hall

Email: cabosky@live.unc.edu

Note: As 279 is a required course for JOMC students, a grade of at least a “C-“ is required to avoid needing to retake the course.

Course Objectives:

After the student has completed this course, she/he should be able to:

- Understand a myriad of quantitative and qualitative research options in the area of strategic communication (PR and Advertising)
- Understand the strengths and weaknesses of these research methods and when best to apply them to client problems
- Explain when and how certain methods will answer certain client research problems and needs
- Learn to actually use and conduct research initiatives using these research methods
- Learn to analyze data found by using these research methods; Learn to use this analysis in real world settings
- Expand your knowledge of people, consumers, voters, and publics by examining and analyzing primary and secondary data of these persons

Main Text:

Jugenheimer, D.W., Bradley, S.D., Kelly, L.D., & Hudson, J.C. (2010). *Advertising and Public Relations Research*. Armonk, New York: M.E. Sharpe.

Sakai

Other than this syllabus, important information can be found on Sakai. The UNC Sakai service can be found at <http://sakai.unc.edu>. Updates will be frequent, so check back often for important course information. You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or assignments.

Class E-Mail

Check your school email. You are responsible for any course communications I send through email.

Extra Credit

It's unlikely you will receive any extra credit opportunities in this course. In the rare and unlikely event that they occur, they will be class wide, so don't ask for individual extra credit assignments.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities, visit the Department of Disability Services website: <http://disabilityservices.unc.edu> or call: 962-8300.

Honor Code

The Honor Code and the Campus Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have for over 100 years governed the performance of all academic work and student conduct at the University.

Acceptance by a student of enrollment in the University presupposes a commitment to the principles embodied in these codes and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.

The Instrument of Student Judicial Governance, which contains the provisions of the Honor Code, states that students have four general responsibilities under the Code:

1. Obey and support the enforcement of the Honor Code;
2. Refrain from lying, cheating, or stealing;
3. Conduct themselves so as not to impair significantly the welfare or the educational opportunities of others in the University community; and
4. Refrain from conduct that impairs or may impair the capacity of University and associated personnel to perform their duties, manage resources, protect the safety and welfare of members of the University community, and maintain the integrity of the University.

The Instrument defines plagiarism as "deliberate or reckless representation of another's words, thoughts, or ideas as one's own without attribution in connection with submission of academic work, whether graded or otherwise."

Research Participation Requirement

Students in all sections of JOMC 279 are required to complete three hours of research over the course of the semester. There are two ways you can fulfill this requirement. The first way is to participate in three hours of academic research studies in the School of Journalism and Mass Communication. Participating in studies is a valuable way for you

to receive first-hand experience with basic mass communication research. You will be able to sign up online to participate in these studies.

The second way to fulfill your research participation requirement is to write three two-page summaries and critiques of academic research articles. Each review counts for one hour of research participation, and you may combine participation in the studies with article reviews to fulfill the research requirement. To receive credit your summary must:

1. Summarize an article that was published in the **last two years** in either
2. The *Journal of Advertising* or the *Journal of Public Relations Research*.
3. **List, at the top of the page** of each summary: the author(s) of the article, the publication date, the article title, and the journal title.

Articles from these journals are available on-line through the UNC library Web site, and hard copies are available in the Park and Davis libraries. Article summaries are due by **Friday, April 25, 2014**.

If you are enrolled in another JOMC class that has a research requirement, it will also satisfy the research requirement for this course. If you have any questions about the subject pool participation, please contact me; or Professor Joe Bob Hester at joe.bob.hester@unc.edu.

Grading and Assignments

This class is structured around one on-going group project. While all related to an ultimate final project, the assignments vary between individual requirements and group requirements in hopes of allowing proper group work but also promoting individual accountability and unique grades.

In-depth grading rubrics and project requirements will be issued when each part of the overall assignment is assigned. This helps students know exactly what they're being graded on for each specific assignment.

Groups will be composed within the first two weeks of class, based on your surveys you turn in before the second day of class. At that time, your brand, company, candidate, or project will be assigned to your group. Your group (and you individually) will be graded on your written work.

There are three phases of research assignments:

- 1) Secondary Data (Secondary Data Project)
- 2) Qualitative Research (Focus Group; Participant Observation and Ethnography; In-Depth Interviews)
- 3) Quantitative Data (Survey; Content Analysis)

Summary of Assignments:

1) Secondary Data Projects – Individually Turned In (100 Points)

This project will require your group to find appropriate secondary data to your problem or brand. You will use your discretion to argue what secondary data is important and relevant to your problem.

2) Focus Groups – Individually Turned In (100 Points)

You will conduct a focus group with other members of your team and another group. One of you will act as a moderator while others will act as focus group members. You will turn in an analysis of the focus group process.

3) Participant Observation and Ethnography – Individually Turned In (100 Points)

This project will require you to take Field Notes around campus. You will then write up your field notes. You will write-up an analysis of your own notes and discuss when (if ever) you would do ethnography for your specific product/problem.

4) In-Depth Interviews – Individually Turned In (100 Points)

The Interview Project will require you to interview another class member to get their thoughts on your product or problem. You will need to submit your interview questions, your findings from your interview, and your analysis on what could have improved or what was unexpected in the interview. Additionally, you will analyze how this is relevant for your project.

5) Survey – Group Data and Individual Notes (100 Points)

The Survey project will require your group to come up with a survey that will apply to your problem. The surveys will be given out to the class who will take them. The group will then analyze the data and submit the findings. Grades will be based on the group submitted report and the individual portion that accompanies that report.

6) Content Analysis – Group Data and Individual Notes (100 Points)

The Content Analysis project will require your group to come up with a codebook that you will apply to a certain set of data. Each group's data will vary based on their problem. The group will then code the data and report the results. Grades will be based on the group submitted report and the individual portion that accompanies that report.

7) Final Project (300 Points)

The final group project is a culmination of your previous assignments. You can use the data already collected for your problem or client. But, it is expected that the final project be an improved and consolidated version of what you have already turned in and researched. This will likely a justification on what type of data would be most useful and

why, etc. A detailed grading rubric of final project expectations will be given out mid-semester and may be slightly tailored, depending on groups.

Final project grades will be based on the individual work assignments, as well as being based in part on peer-reviews of your work throughout the semester.

8) Participation, Attendance (70 Points)

The 70 points will be based on in-class discussion, attendance and tardiness. You must participate and be prepared for class.

In class discussion points will be based on voluntary actions such as raising your hand and offering your thoughts or asking questions. You will also be graded on me asking you questions in class. I will call on you and ask you questions about the reading and about your thoughts beyond the reading. So, do the reading and be prepared to ask questions.

Negative participation, i.e., not paying attention, being late to class, distracting others, or not treating the course or others with respect will result in a loss of points.

Note: Unlike some courses, do not think participation points are a cushion or a pad to your grade. You will not get an “A” in the participation section just by doing nothing wrong, i.e. losing points for being late or unprepared. You have to *earn* an “A” in participation, just as you would by studying and prepping for the exams in other courses.

Additionally, participation points will occur on projects that are not merit based, but instead merely based on completion. Thus, if you do not turn in these small assignments along the way, points will be deducted from your participation grade. (Grade values will normally be five points, but will be marked on the assignments.)

Attendance: I consider this a professional environment. In the professional world, there’s no such thing as not attending a meeting or workday just because. So, treat attendance as a requirement.

That said, I understand that life happens. Family issues, health issues, and other concerns may, and do, occur. So, everyone will get **THREE** absences with no penalty. They can be excused or unexcused. Use them wisely as anything beyond these absences, whether there is a good reason or not, will result in point deductions. So, again, don’t use up your two excused absences just because...something may come up later in the semester when you really do need to miss class.

For every class beyond two absences, you will lose 10 points or 1% of your overall grade! (Note: If, for some reason you miss more than 10 classes, your point deductions will continue beyond the 70 points allotted in this grading category.)

Laptops: Laptops are for purposes of taking class notes or doing in class assignments only. If you are caught using a computer for other means, you may lose the privilege of using it for the rest of the semester.

Cell Phones: I reserve the right to answer your calls if it rings or vibrates.

If you are late, i.e., more than 5 minutes late, it will count as ½ an absence. 15 minutes late and it will count as a whole absence. Class will start on time, so, even being a minute late will result in participation deductions, even if you are not 5 minutes late.

9) Research Participation Requirement (30 Points)

See Above.

10) Reading Quizzes (30 Points)

3 Pop-Quizzes will be given throughout the semester, based on the reading assigned for that day. This is to make sure you are keeping up with the reading. Beyond being good for you, this helps out all team members to make sure everyone is up to speed with the assignments.

TOTAL: 1,030 Points

***Late Assignments:* 10% deduction per day, based on the overall point value of that assignment. (i.e.: 10 points off per day on an assignment worth 100 points).**

***Missing Work Days:* This class has many in class Work Days. It is required to be in class on these days as we will be conducting research in class. Therefore, if you miss class without informing me, you will automatically lose 10% from that assignment associated with that work day. If you know ahead of time that you will miss a Work Day, notify me *before* the class occurs so we can arrange an alteration to your assignment.**

The Alpha Conversion of grades will be as follows:

93-100% A; 90-92.99% A-; 88-89.99% B+; 83-87.99% B; 80-82.99% B-; 78-79.99% C+; 73- 77.99% C; 70-72.99% C-; 68-69.99% D+; 60-67.99% D; Below a 60% F

Note: I do not round up.

Schedule

WEEK 1

January 8th - Course Introduction

Reading or Assignments Due: None

Turn in Introduction Survey (Posted on Sakai)(Email to me by 2pm, Friday the 10th) (5pt deduction on participation grade if not in by deadline)

SECONDARY AND ONLINE ZONE

January 13th - The Research Process; Groups Assigned; Pick your Research Client for the Semester

Reading or Assignments Due: Chapter 1, 2, 30, 31 (28 pgs)

January 15th - The Basics of Research - Secondary and Syndicated Research, MRI, Nielsen

Reading or Assignments Due: Chapters 3, 4, 5, 6 (25pgs)

January 22nd - Research Resources; Wrap-up Secondary and Syndicated Research
In-Class: Guest Lecture From Stephanie Brown

Reading or Assignments Due: None

January 27th - Online; Social Media; User Generated Content

Reading or Assignments Due: Chapter 7 (7pgs); “Advertising Effectiveness:

Understanding the Value of a Social Media Impression” – Available at: [Slideshare](#)

QUALITATIVE ZONE

January 29th - The Wonderful World of Qualitative Research

Reading or Assignments Due: Chapters 9, 10, 11 (22pgs)

February 3rd - Focus Group Day 1

Reading or Assignments Due: Pick a Moderator by the End of Class

Turn in Secondary Presentation Reports

E-mail Focus Group Questions to Moderator (‘cc me) by 5pm, Tuesday the 4th

February 5th - WORK DAY - Focus Group Day 2 – Conduct your Focus Groups In Class

Reading or Assignments Due: Come prepared with your Focus Group Questions

February 10th - Guest Speaker – David Bockino – Fmr. Manager, International Marketing Solutions at ESPN

Reading or Assignments Due: None

February 12th - Participant Observation/Ethnography Day 1 - Lecture

Reading or Assignments Due: **Submit Focus Group Assignment**

February 17th - WORK DAY: Participant Observation/Ethnography Day 2 – In Class Observations

February 19th - In-Depth Interviewing Day 1 - Lecture

Reading or Assignments Due: Start Coming Up With Survey Questions

February 24th - WORK DAY: In-Class Interview

Reading or Assignments Due: **Bring questions prepared for interview**

February 26th - Qualitative De-Brief

Reading or Assignments Due: **Submit Participant Observation Assignment**

QUANTITATIVE ZONE

March 3rd - Survey Research, Obtaining Accurate Responses, Applying Quantitative Research

Reading or Assignments Due: Chapters 12, 17, 19 (32pgs)

March 5th - Measuring, Question Wording (31pgs)

Reading or Assignments Due: Chapters 14, 15

Submit In-Depth Interview Assignment

March 17th - WORK DAY – Qualtrics and Building Your Survey In Class

Reading or Assignments Due: **Come prepared with your Survey Questions**

March 19th –Data Analysis, Statistics, and Excel

Reading or Assignments Due: Chapter 18, 28, and Part of 29 (pgs. 281-284) (24pgs)

Email me your completed survey links by 4:00pm Friday the 21st

March 24th - Statistics Review; Sampling, Interview Training, and Scaling Techniques

Reading or Assignments Due: Chapters 13, 16, 26 (36pgs)

March 26th: WORK DAY: In-class Group Survey Exercise; Analyzing Survey Data

Reading or Assignment Due: **Take everyone's survey on Qualtrics by class-time**

March 31st - Class Optional – I will be in the room to answer last minute group analysis questions

April 2nd – Content Analysis Lecture

Reading or Assignments Due: **Submit Survey Assignment**

April 7th – **WORK DAY** – In-Class Group Content Analysis Exercise – Build Your Codebook

Reading or Assignments Due: **Come to class with codebook questions; Have your 10 articles a piece picked out by the start of class**

April 9th - **WORK DAY** - In-Class Group Content Analysis Exercise – Coding and Analyzing Data

Reading or Assignments Due: Though not required, it will be a major help if you have your articles coded before class time

April 14th – Quantitative Debrief; Last minute Content Analysis Questions?; Likely some class time wrap up any final content analysis

Reading or Assignments Due: None

April 16th – Experimental Research

Reading or Assignments Due: Chapters 20, 21 (23pgs) – SKIM Chapter 23

Submit Content-Analysis Assignment

April 21st - Career Discussion: Applying Research to Your Careers - Historical, Legal, Critical, and Ethics

Reading or Assignments Due: Chapters 24, 33 (14pgs)

April 23rd – Class Debrief; Casual Presentations

Reading or Assignments Due: **Informal Presentations by at least one Member of each group. Nothing needs to be prepared, just organize your thoughts and I'll go around the room. Not everyone from your group has to speak.**

April 25th – **FINAL PAPERS DUE at 11:59pm.**