

• Syllabus • Summer 2016

JOMC 279 Advertising and Public Relations Research (3.0). Prerequisites, JOMC 137 (or equivalent). Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns.

Class Meetings:

Section 001 meets 9:45-11:15 a.m. Monday-Friday in 33 Carroll Hall

Instructor: Joe Bob Hester, Ph.D., Associate Professor

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Office hours: 11:30 a.m. – 12:30 p.m. Mon.-Thu., and by appointment. Appointments are highly recommended, even during scheduled hours. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

Objectives:

The primary goals of this course are for you to learn 1) to conduct research and evaluate information by methods appropriate to the advertising & public relations professions in which you will work, and 2) to apply basic numerical and statistical concepts to a wide variety of data.

Specifically, you will learn to:

- Understand the strengths and weaknesses of various approaches to research.
- Understand the ethical challenges of conducting research.
- Evaluate discipline-relevant research proposals and research studies.
- Articulate a research problem and generate appropriate research questions and/or hypotheses.
- Explain why particular research methods would answer the question(s) posed.
- Write a research proposal.
- Conduct a research project.
- Use a spreadsheet program
- Analyze data from a research project.
- Present the results from a research project.

Grading:

5% – [CITI Human Research Ethics Training](#): (Group 2 Social and Behavioral Research: Studies on sociological, psychological, anthropological or educational phenomena that typically involve direct contact with subjects. Does not include drug or device studies.). Training will take 3.5-4.5 hours (you don't have to do it all in a single session) and is worth 5% of your final grade. – Printed Completion Report is due at the beginning of class on Monday, June 27, 2016 .

25% – Participation Exercises, Homework Assignments, Quizzes, etc. – There is no “make-up” for any of these components. I will drop the lowest grade.

20% – Research Project (individual)

25% – Exam 1 (Midterm)

25% – Exam 2 (Final – Monday, July 25, 9:00-11:00 a.m.)

Final grades are assigned using averages of points for all assignments.

Grade / points

A / 4.0

A- / 3.7

B+ / 3.3

B / 3.0

B- / 2.7

C+ / 2.3

C / 2.0

C- / 1.7

D+ / 1.3

D / 1.0

F / 0.0

Accuracy & Deadlines:

The importance of accuracy in the communication field cannot be overstated. A factual error in an advertisement or brochure could lead to serious legal problems for the client and agency. Spelling errors, typographical errors, and poor grammar are often indications of sloppy work. There is no place in the business for factual errors or sloppy work; therefore, a severe penalty for such errors will be imposed. An out-of-class assignment containing any of these types of problems will receive a grade of F.

Deadlines are also a fact of life in advertising & public relations. Procrastination is not an acceptable excuse for missing a deadline. Projects and assignments are due no later than the time & date indicated and will not be accepted after that due date. The only exceptions are when written documentation of personal illness or death in the immediate family is provided. In these two instances the project/assignment is due during the next regularly scheduled class period. In all other instances late projects and assignments will receive a grade of F.

Participation & Attendance Policies:

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

The instructor assumes that you will make every effort to attend class. Students are responsible for material missed regardless of the reason for the absence.

Note that there is no such thing as a "make-up" assignment for Participation exercises, Homework assignments, Quiz grades, etc.

All absences should be documented with some physical evidence of the reason for the absence. This documentation should be presented to the instructor prior to the absence when possible, but is due no later than the next class period attended by the student. An excuse is given primarily for absence due to

- death in the immediate family,
- illness (only with a doctor's note),
- participation in school sponsored activities (with prior notification), or
- observance of a religious holy day (with proper prior notification).

Academic Integrity & Counseling:

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

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.

ACEJMC core values & competences:

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>.

This course focuses on the following core values and competencies:

- Thinking critically, creatively and independently;
- Conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluating their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Applying basic numerical and statistical concepts;
- Applying tools and technologies appropriate for the communications professions in which they work.

Important Dates

- Monday, June 27 – CITI Ethics Training Completion Report due
- Friday, July 4 – Independence Day Holiday
- Wednesday, July 6 – Exam 1
- Thursday, July 21 – Research Project due / Presentations
- Monday, July 25 – Exam 2 (Final) – 9:00-11:00 a.m.