**Fall 2019 – MEJO 379.2: Advertising and Public Relations Research Methods**Monday & Tuesday – 3:30pm - 4:45pm|CA 283

**Instructor:** Livis James Freeman, Jr  
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**Phone:** 919.389.3486  
**Office Location and hours:** 226 - by appointment only  
Note: As 379 is a required course for MEJO students, a grade of at least a “C” is required to avoid needing to retake the course.

**COURSE OVERVIEW**

​The key to effective advertising and public relations is research. This course will teach you how to understand, evaluate, and conduct communication research. It will provide you with an understanding of the relationship between theory, data collection, analysis, and the communication of these results to clients. The course will also teach you how to design and execute various methodologies used for program assessment and evaluation in advertising and public relations.

**Learning Objectives:**

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

* Describe quantitative and qualitative research options in the area of public relations and advertising
* Differentiate the strengths and weaknesses of different research methods
* Apply qualitative and quantitative research methods and appropriate data collection, numerical concepts, and statistical procedures
* Determine research methods that are the most appropriate to answer specific client needs
* Design research, develop research instruments, and collect data using these methods
* Analyze and synthesize data obtained by these research methods
* Apply research findings to address real-world issues and client problems
* Examine publics/consumers and organizations/issues through primary and secondary research

**Required Textbook:**

Jugenheimer, D.W., Bradley, S.D., Kelly, L.D., & Hudson, J.C. (2014). *Advertising and Public Relations Research,* ***2nd Edition***. Armonk, New York: M.E. Sharpe. ***AVAILABLE ONLINE THROUGH THE PARK LIBRARY FOR FREE!***

**Sakai/Email:**

Other than this syllabus, important information can be found on Sakai and will also be emailed to you. Updates will be frequent, so check back often and your email for important course information. You are responsible for any course changes that may be made on Sakai or via email, including changes to the syllabus or assignments. Your grades are posted in Sakai only so that you can stay updated on your progress; overall grades on Sakai are rough approximations of your overall grade in the course.

**COURSE POLICIES**

**Attendance Policy**

Attendance at lectures is **essential**. Just as professionals in the real-world go to work each day, you as students in our professional school are expected to come to class on time and be prepared to work. Attendance will be taken at the beginning of every class. You are allowed three absences for any reason with no penalty (including religious holidays, which the university allows two excused absences for). Missing four classes will result in your final grade being lowered one full letter grade (10 points) and another letter grade for each absence after that. If you are late to class, there is no guarantee that you will be marked as present.

All of my lecture materials will be available on our Sakai site, but those materials will not include all of the information that is discussed during the lectures. Therefore, if you miss class it is your responsibility to meet with your classmates and gather the information on what you missed. Missed in-class assessments and activities cannot be made up unless you were absent due to a medical or family emergency.

**Technology Policy**  
You are permitted to use laptops for note-taking and other work as assigned in class. However, to minimize distractions to your classmates and to me, please minimize use of your laptop for non-class purposes. When guest speakers are visiting or your classmates are presenting, **LAPTOPS MUST BE CLOSED AND PHONES MUST NOT BE USED**. You may use a pen and paper to take notes. *I will ask guest speakers and classmates to call you out if they see you violating the policy. Violations will result in points being deducted from your participation grade. The first offense will result in half of your semester’s participation points being lost. The second will result in losing your entire participation grade for the semester.*

**The “Quality Control” Policy**You are media practitioners, and as such I expect that you will write and present yourself with great professionalism because that is what you have been trained and educated to do. Therefore, your course assignments and presentations will be scrutinized for their vernacular and presentation. Assignment submissions must be grammatically correct and free from spelling errors.

**Assignment and Grades Policies**

This course **REQUIRES** you to work in groups throughout the semester. You’ll identify meeting times outside of class and determine your own agency rules and individual expectations. I am always available to provide advice on effective groupwork practices and will hold everyone accountable for their participation in the course as a whole. In general, as in the professional world, groups are expected to self-govern and resolve conflict, and the best way to do this is by being proactive, preventative, and communicative.   
  
Additionally, **grading will be subjective to my expectations and standards.** I will treat you like I would if you were working for my own company because ultimately, your work reflects my reputation as a professor.  
 ***Submission Requirements:*** Every assignment you submit to me **MUST** be typed, double-spaced with 1-inch margins, using 12 pt. font and submitted as a Word Doc. PDF submissions will **NOT** be graded. Acceptable citation styles for this course are APA or MLA – if at any point in your work you use information from other sources you must cite it both in the text and with a properly formatted reference list. Not following these specific instructions will result in a loss of points on the assignment.

**Tests and in-class assignments:** Unless you have a legitimate, documented excuse, there will be no make-ups for in-class assignments or tests and no extra time given if arriving to class late. A make-up assignment or test must be done within the week following the original date and it is your responsibility to set up an appointment with me.

***Grade Questions/Challenges:*** ​If you have concerns about a grade, please inform me via email. I ask that you wait 24 hours after receiving your grade. Please outline your concerns and provide evidence to support your claim. You have two weeks to challenge a grade after it has been posted on Sakai (this does not apply to grades posted during finals). NOTE: I do not discuss grades over email. So, after you contact me about a grade I will set-up a time to meet with me in person so we can discuss the grade. I do this to protect your grade information.

**Extra Credit Policy:** 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 please don’t ask for individual extra credit assignments.  
  
**Classroom Collegiality & Diversity Policy**  
The University is committed to fostering a diverse and inclusive academic community and prohibiting discrimination and harassment. Please review the University policy statements on diversity and inclusivity, and prohibited harassment and discrimination, both in *The Undergraduate Bulletin 2014-2015* at <http://www.unc.edu/ugradbulletin/>. Please know that I am fully committed to fostering and enforcing these policies.

**UNC-CH Honor Code**

The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

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.

Each student will be expected to review the materials on plagiarism from the UNC Library: http://guides.lib.unc.edu/c.php?g=9028&p=45251. Make sure to review all the information contained in all the tabs on the website. It is an honor code violation to plagiarize materials, which includes (but is not limited to), taking direct quotations from other documents without properly citing it. (For example, it is plagiarism if you include a direct quotation and include the reference, but do not include quotation marks. Anything taken verbatim must include quotation marks—and you should use direct quotations sparingly).

If you have any questions about your responsibility or the responsibility of faculty members under the Honor Code, please consult with someone in either the Office of the Student Attorney General (919-966-4084) or the Office of the Dean of Students (919-966-4042).

**Accreditation**

The School of Media and Journalism’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on:

* Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Accommodations for People with Disabilities or Certain Medical Conditions**

UNC-CH supports all reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability, or a pregnancy complication resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the UNC Office of Accessibility Resources & Services (ARS), http://accessibility.unc.edu; phone 919-962-8300, email accessibility@unc.edu. Students must document/register their need for accommodations with ARS before accommodations can be implemented.”

**GROUP WORK AND ASSIGNMENTS  
  
Working in Groups**This class is structured around an ongoing client-based group project. Some are individual assignments whereas others are group assignments. This arrangement allows for collaboration and teamwork while also promoting individual learning, individual accountability, and individualized grades. You will be assigned to a group in the second week of class, based on the surveys you turn in after the first day.

**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. There are three phases of research assignments:

1. Secondary Data (Background research project)
2. Primary Data: Qualitative (Focus group, in-depth interview, participant observation/ethnography)
3. Primary Data: Quantitative (Survey, experiment)

Your Final Project includes synthesis of all the above assignments with additional components.

In small student groups of 4-5, you will conduct secondary research; facilitate a focus group, interview, and observation: and administer a survey and experiment to fellow classmates and other UNC students. The projects require you to work as a group to produce professional research, which will be summarized in three group reports and a final presentation and report at the end of the semester. You will also complete some individual components in your research (i.e., participant observation and individual interview). You will be graded for the content of your reports and your individual effort within the group. Further details about these projects will be posted on Sakai.

I will select students to fill specific leadership roles within their groups. Each student must complete a survey providing the top two preferences for group roles, a quick explanation of qualifications for these roles, and specific areas of interest in public relations and advertising. I will assign each student a group and a group role, and students will have the option to pick their own clients. Surveys must be completed by **Monday,** **August 26 at the beginning of class on Sakai.** Description of leadership positions:

1. **Literature Review/Secondary Research Coordinator:** This person will be responsible for organizing the literature review task and synthesizing findings.
2. **Qualitative Design and Execution Director:** This person will be responsible for overseeing the focus group assignment “logistics” for the group and leading the design of the individual interview and participant observation assignments.
3. **Quantitative Design and Execution Director:** This person will be responsible for overseeing the survey and experiment assignment “logistics.”
4. **Qualitative Data Analysis Director:** This person will be responsible for leading the interpretation, analysis, and presentation of all qualitative data gathered.
5. **Quantitative Data Analysis Director:** This person will be responsible for leading the interpretation, analysis, and presentation of all quantitative data gathered.

\* **The person assigned to each role will function as the “go-to” person for questions, advice, planning, etc. for this portion of the assignment.** **All members of the group should participate equally in all assignments or your peer evaluation grade may be lowered.  
  
Assignments**

**1) Secondary data/background research (10%):** This project will require your group to find appropriate secondary data (i.e., existing data) and other background information related to your problem or brand. Your group will create a written report that will be turned in on Sakai. You will need to coordinate with each other and share individual findings so that all group members see the “big picture.” **Due on Monday, Sept 16th**/**ONE SUBMISSION PER GROUP**

**2) Focus group (10%):** Your group will conduct a 30-minute focus group in class. Groups will take turns facilitating and serving as participants. When it is your group’s turn to facilitate, one of you will act as a moderator while the others will serve as note-takers and participants. You will be joined by members of another group. After 30 minutes, teams will switch, with the other group serving as facilitators and your group serving as participants. Your group will turn in an analysis of the findings from the focus group conducted by your group. **Due on Monday, October 2nd/ONE SUBMISSION PER GROUP**

**3) In-depth interviews (10%):** This project will require you to interview two of your classmates to get their thoughts on your product or problem. You will need to submit your interview questions and your findings from your interview. **Due on Monday, October 9th/INDIVIDUAL SUBMISSION**

**4) Survey (10%): Y**our group will develop a survey that will apply to your problem. Use findings from your earlier projects to help inform question development. The survey will be an online survey administered by Qualtrics and will be taken by everyone in class. The group will then analyze the data and submit the findings. Grades will be based on the group-submitted report. **Due on Monday, November 4th/ONE SUBMISSION PER GROUP**

**5) Split run experiment (10%):** This project will require your group to come up with two versions of an ad, PSA, persuasive message, visual, or other stimulus that would apply to your client/issue. The experiment will be administered via a Qualtrics online instrument and will be taken by everyone in class. The group will then analyze the data and report the results. **Due on Monday, Nov 18th/ONE SUBMISSION PER GROUP**.

**6) Exam (25%):** Multiple choice and T/F exam to review readings and key concepts throughout the semester. **Monday, November 25th**

**7) Final project and presentation (15%):** 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 will be an improved and consolidated version of what you have already turned in and researched. A detailed grading rubric of final project expectations will be given out mid-semester and may be slightly tailored, depending on groups. All groups will present their projects to the class on one of two days designated at the end of the semester. If you cannot make a presentation date, please alert me and your group members at least three weeks before that date! **Due on Mon and Weds, Dec 2nd and 4th**/**ONE SUBMISSION PER GROUP**

**8) Peer evaluations (5%):** Your teammates will be evaluating your contributions to the group, and the average of these scores across your teammates will constitute your grade. This will be done at the end of the semester. **Due by 5pm on Thurs, Dec 5th**

**9) Research participation requirement (5%):** Students in all sections of MEJO 379 are required to complete three hours of research over the course of the semester. There are two ways you can fulfill this requirement: 1) participate in three hours of academic research studies in the School of Media and Journalism or 2) write three two-page summaries and critiques of academic research articles.

The first option, participating in studies, is a valuable way for you to receive first-hand experience with basic research. You will be able to sign up online to participate in these studies. If you are enrolled in another MEJO class that has a research requirement, it will also satisfy the research requirement for this course. If you have any questions about the participant pool participation, please contact me; or Professor Joe Bob Hester at [joe.bob.hester@unc.edu](mailto:joe.bob.hester@unc.edu) who manages the pool.

The second way to fulfill your research participation requirement is to write three two-page (double-spaced) 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 comply with each of the following:

* Summarize an article from thelast two yearsfrom the Journal of Advertising, the Journal of Public Relations Research, Public Relations Review, or the Journal of Consumer Marketing.
* List, at the top of page the APA style citation for the article (see <https://owl.english.purdue.edu/owl/section/2/10/> for a refresher on APA style).
* Articles from these journals are available online through the UNC library website, and hard copies of many articles are available in the Park and Davis libraries.

Article summaries are due by the start of class on the last class day **(Wednesday, Dec 4th).**

**TOTAL: 100% = 45% from individually graded items + 55% from group assignments**

**Summary of grading**Secondary data/background research 10%  
Focus group 10%  
Interviews 10%  
Survey 10%  
Experiment 10%  
Final Project/Presentation 15%  
Exam 25%  
Peer Evals 5%   
Research Participation 5%  
**Total** **100%**

# Grading ScalePercent Grade Description

93 – 100 A Mastery of course content at highest level; Outstanding attainment  
90 – 92.99 A-   
88 – 89.99 B+   
83 – 87.99 B Strong performance; Solid attainment  
80 – 82.99 B-  
78 – 79.99 C+ Average performance; Basic attainment of the subject  
73 – 77.99 C has been demonstrated  
70 – 72.99 C-   
68 – 69.99 D+   
60 – 67.99 D Passing performance; Marginal attainment  
<59.99 F Failed performance; Unacceptable attainment

**COURSE SCHEDULE (Subject to change)**

|  |  |  |
| --- | --- | --- |
| **DATE** | **TOPIC** | **DUE** |
| Aug 21 | Course introduction | No readings due |
| Aug 26 | Needs for research, key concepts | **Surveys due;** Ch. 1-2 |
| Aug 28 | Lecture: Planning, using, and designing research, introduce background research assignment  Group work: Team assignments, select client, set ground rules, etc. | Ch. 3-4 |
| Sep 2 | **NO CLASS – Labor Day** |  |
| Sept 4 | GUEST LECTURE: **Park Library director Stephanie Willen Brown -** Using library resources | **Library Assignment should be completed before the start of class** |
| Sept 9 | Lecture: Intro to secondary research, SWOT analysis  Group work: Discuss needs for background research on client | Ch. 5  SWOT analysis reading under Resources/Readings |
| Sept 11 | Lecture: Syndicated, online, and other resources  Group work: Continue working on secondary research reports | Ch. 6-8 |
| Sept 16 | Lecture: Intro to qualitative research methods, research ethics | Ch. 9, 37  **Submit secondary research reports (one per group, due by start of class)** |
| Sept 18 | Lecture: Focus groups, handling qualitative data | Ch. 10, 15 |
| Sept 23 | **IN-CLASS DATA COLLECTION:** Conduct your focus groups! (Possibly meet in Freedom Forum) |  |
| Sept 25 | **GUEST LECTURER: Dean Jan Yopp (Interviews)**  Group work: Prep for interview | Ch. 12-13, 20 |
| Sept 30 | **IN-CLASS DATA COLLECTION:** Take turns conducting interviews and being interviewed |  |
| Oct 2 | Lecture: Ethnographic observation/ wrap up of qual methods  Group work: Prep for observations | Readings on Sakai under Resources/Readings: Why Big Data Needs Thick Data, Anthropology Inc.  **Submit focus group assignment** |
| Oct 7 | **DATA COLLECTION:** Observations around campus or other locations |  |
| Oct 9 | **GUEST LECTURE – Pablo Mino Navarrete**  Content analysis | **Submit interview assignment** |
| Oct 14 | Lecture: Survey research, sampling | Ch. 16-17 |
| Oct 16 | **GUEST LECTURE – Tegan Bratcher** |  |
| Oct 21 | Lecture: Measurement instruments, question wording  Group work: Brainstorm survey Questions | Ch. 18-19 |
| Oct 23 | Group work day to develop surveys |  |
| Oct 28 | Lecture: Obtaining accurate responses  Group work: Developing your survey | Ch. 21  Bring the survey questions you have been developing as a group; **submit preview link by end of class.** |
| Oct 30 | **GUEST LECTURE - TBA** |  |
| Nov 4 | Group work: Finalizing survey | **Submit link to finalized launched survey link (one per group) by end of class;** I will post links to all. Take all surveys by next session. |
| Nov 6 | Lecture: Data analysis, statistics, and Excel  Group work: In-class data analysis | Ch. 22, 32 |
| Nov 11 | Lecture: Experimental research  Group work (design simple experiment) | Ch. 24-25. |
| Nov 13 | Lecture: Guidelines for group presentations and final projects.  Group work: Put experiment into Qualtrics | No readings due.  **Submit survey assignment.**  **Submit preview** link for experiment |
| Nov 18 | Take experiments in class and write up worksheet. | **Submit experiment worksheet by end of the day.** |
| Nov 20 | Exam Review Session |  |
| Nov 25 | **EXAM** |  |
| Nov 27 | **NO CLASS – Thanksgiving Break** |  |
| Dec 2 | GROUP PRESENTATIONS (3-4 groups) | **Submit** slide deck (if presenting) or evaluations of presenting groups (if observing) |
| Dec 4 | GROUP PRESENTATIONS (3-4 groups)  **LAST DAY OF CLASS!** | **Submit** slide deck (if presenting) or evaluations of presenting groups (if observing)  If you are writing article summaries in lieu of research participation, the summaries are due by start of class. |
| Dec 7 4:00pm | **FINAL EXAM DAY SESSION** Semester Review |  |