**Summer 2020 – MEJO 379.1: Advertising and Public Relations Research Methods**Monday through Friday – 9:45 a.m. - 11:15 a.m. |Online

**Instructor:** Livis James Freeman, Jr  
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**Phone:** 919.389.3486  
**Office hours:** 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.  
**Remote Learning:** Classes will be held online each day via Zoom. You can access all classes using this link: <https://unc.zoom.us/j/6600177704> (*Meeting ID: 660 017 7704*)

**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
* Collaborate with a research team

**Required Textbook and Library Resource:**

We will read chapters from the following required text:

Jugenheimer, D.W., Bradley, S.D., Kelly, L.D., & Hudson, J.C. (2015). *Advertising and Public Relations Research, 2nd edition.* Armonk, New York: M.E. Sharpe.

URL for retrieving “free” electronic textbook:

https://www-taylorfrancis-com.libproxy.lib.unc.edu/books/9781317507376

Here’s your **Park Library course guide**: <http://guides.lib.unc.edu/mejo379>.

**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.

**Tips/Expectations for our Online Classes** *Regarding your location:* Make sure to be in a quiet, well-lit environment with access to power and stable WIFI.

*Regarding Audio:* Using a USB headset is best. A set of earbuds with a microphone also works well and helps with audio. Built-in microphone and speakers are acceptable but not optimal. A telephone can be used as back-up for audio.

*Regarding preparation:* Be prepared to share your screen **(if I request you to)** and have needed documents easily accessible. Also, be sure to log in 5-10 minutes early to test your audio and video prior to class.

*Getting started:* Go to unc.zoom.us and sign in using your ONYEN. We’ll likely end up using the same weblink for each class (<https://unc.zoom.us/j/6600177704>), but I’ll let you know if that changes. Each session will be recorded.

**Tips for Studying During the Summer**

* Set aside one to two hours each weekday (outside of class time) dedicated to the readings and research planning process.
* We will allow time for some in-class workshopping but arrange video/phone meetings with your group outside of class to move the research process forward.
* Do not procrastinate; we move too fast and staying on top of assignments will be key to our success!
* Ask questions if you are confused.
* Keep research planning documents, data files, and paper drafts on a shared drive (Google, etc.).
* Communicate with me if you are having any problems whatsoever

**Updates and Resources**  
Please reach out to Chris Hill, who’s in charge of our Hussman Triage Hub, if you will need assistance with high-speed internet access, computing, basics on how to receive online instruction, and strategies for being an online student. His contact information is: ([CHJ@unc.edu](mailto:CHJ@unc.edu) or 919-962-0025).  
  
The best source of information about COVID-19 and UNC is the UNC Coronavirus [website](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=32c10e781b&e=362b53f8ba). For health-related concerns, please contact [Campus Health](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=478004e6d9&e=362b53f8ba) or [Counseling and Psychological Services](https://unc.us7.list-manage.com/track/click?u=0c240f39418a2baed85c14674&id=064f43528a&e=362b53f8ba).

**COURSE POLICIES**

**Attendance Policy**

Attendance for online 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. This is especially important because this is a very important core course being taught during summer school.

*No right or privilege exists that permits a student to be absent from any class meetings, except for these* [*University Approved Absences*](https://attendance.unc.edu/)*:*

*1.Authorized University activities*

*2.Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service* and/or the *Equal Opportunity and Compliance Office (EOC)*

*3.Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).*

I will count attendance at the beginning of every class. Missing class will result in your final grade being lowered one-half of a letter grade. If you miss a 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 University Approved Absence.

**NOTE:** *It is your responsibility to communicate with me in a timely manner (within 24 hours) if you are experiencing any internet, technology or other issues that fall outside of university guidelines that might cause you miss an online session.*

**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

***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. 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 (online or the phone) so we can discuss the grade.

**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 randomly assigned to a group by the second day of classes. Your group will choose a name and select a specific client with a researchable issue. In these groups of 4-5, you will conduct secondary research (a literature review), facilitate a focus group, conduct 2 interviews (with a fellow classmate and someone outside of class), and administer a survey (to your classmates and your social circles). 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.

There are three phases of research assignments:

1. Secondary Data (Background research project – literature review)
2. Primary Data: Qualitative (2 assignments – host a focus group, conduct 2 in-depth interviews)
3. Primary Data: Quantitative (Survey)

**Assignments** (*Grading rubrics and project requirements will be issued*)

**1) Secondary data/background research (15%):** This project will require your group to find appropriate secondary data (i.e., existing data) and other background information related to your client and their issue/problem. 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 Friday, May 22nd** /**ONE SUBMISSION PER GROUP**

**2) Focus group (15%):** Your group will conduct a 30-minute focus group during class via Zoom. 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. 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 Friday, May 29th/ONE SUBMISSION PER GROUP**

**3) In-depth interviews (15%):** This project will require you to interview a classmate and someone not in our class to get their thoughts on your client and their issue/problem. You will need to submit your interview questions and your findings from your interviews. **Due on Friday, June 5th/INDIVIDUAL SUBMISSION**

**4) Survey (15%):** Your group will develop a brief survey that will apply to your client and their issue/problem. Use findings from your earlier projects to help inform question development. This 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 Friday, June 12th/ONE SUBMISSION PER GROUP**

**6) Final Exam (35%):** Multiple choice and T/F exam to review readings and key concepts throughout the semester. **Wednesday, June 17th**

**7) Peer evaluations (5%):** You and your teammates will be evaluating each other’s contributions to the group, and the average of these scores will constitute your grade. You must score each member of your group 1-5 (with 1 being the lowest and 5 being the highest) and provide at least one sentence justifying each score. **Due by 5pm on Monday, June 15th**

**TOTAL: 100% = 50% from individually graded items + 50% from group assignments**

**Summary of grading**Secondary data/background research 15%  
Focus group 15%  
Interviews 15%  
Survey 15%  
Exam 35%  
Peer Evals 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)**

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| --- | --- | --- |
| **DATE** | **TOPIC** | **DUE: Meaning you should have read the chapters noted or need to submit the assignments noted by that day** |
| May 13 | Course introduction | No readings due |
| May 14 | Lecture: Needs for research and Basic Definitions  Group work: Team assignments, exchange contact info and decide best method of communication, select a team name, select a client with a researchable issue/problem, create brief bios, set ground rules, etc. | Ch. 1-2 |
| **May 15** | Lecture: Planning, using, and designing research, introduce background research assignment | Ch. 3-4 |
| May 18 | Lecture: Intro to secondary research, SWOT analysis  Group work: Discuss needs for background research on client | Ch. 5  SWOT analysis reading under Resources/Readings |
| May 19 | **GUEST LECTURE:** **Park Library director Stephanie Willen Brown -** Using library resources | **Library Assignment should be completed before the start of class** |
| May 20 | Lecture: Syndicated, online, and other resources  Group work: Continue working on secondary research reports | Ch. 6-8 |
| May 21 | Lecture: Intro to qualitative research methods, research ethics | Ch. 9, 37 |
| **May 22** | **OUT-OF-CLASS GROUP WORKDAY:** groups meet individually to finalize and submit secondary research reports | **Submit secondary research reports (one per group, due by 5pm)** |
| May 25 | Lecture: Focus groups, handling qualitative data | Ch. 10, 15 |
| May 26 | Additional Focus group instruction; Groupwork: Decide roles and create moderator’s guide |  |
| May 27 | **IN-CLASS DATA COLLECTION:** Conduct your focus groups! |  |
| May 28 | Lecture: In-depth Interviews, Interviewer Training **Group work: Prep for interview – decide on interview questions (must be consistent with each group member)** | Chapters. 12 and 20; Prepare for interviews |
| **May 29** | **OUT-OF-CLASS DATA COLLECTION:** Conduct 1st interviews with non-class subjects | **Submit focus group assignment (one per group, due by 5pm)** |
| June 1 | **IN-CLASS DATA COLLECTION:** Take turns conducting interviews and being interviewed |  |
| June 2 | Lecture: Reflect on interview process, wrap up of qual methods and preview surveys | Ch. 13 |
| June 3 | Lecture: Survey research and Sampling, Group work: start creating preliminary survey questions | Ch. 16-17 |
| June 4 | Lecture: Content analysis, measurement instruments, question wording | Ch. 18-19  Bring the survey questions you have been developing as a group |
| **June 5** | **OUT-OF-CLASS GROUP WORKDAY:** Groups meet and use Qualtrics to develop surveys | **Submit interview assignment (one per student by 5pm)** |
| June 8 | Lecture: Obtaining accurate responses | Ch. 21  **Submit link to finalized launched survey link (one per group) by end of class;** I will post links to all. Take all surveys and forward them to your social circles. |
| June 9 | Lecture: Data analysis, statistics, and Excel | Ch. 22, 32 |
| June 10 | Lecture: Experimental research | Ch. 24-25 |
| June 11 | **OUT-OF-CLASS GROUP WORKDAY:** Group work on survey data analysis | Close surveys! |
| **June 12** | Final Exam Review Session | **Submit survey assignment (one per group by 5pm)** |
| June 15 | LDOC | **Submit peer evaluations** |
| June 16 | Reading day |  |
| June 17 | **FINAL EXAM** |  |