

MEJO 379.6: Advertising and Public Relations Research Methods, Fall 2020

Days, Time, & Location: T/Th, 4:45-6:00pm, Carroll – Rm CA0283 (section 379.6)

Instructor: Kelvin D. Allen, M.A., J.D.
Carroll CA0283
kelvind@ad.unc.edu

Office Hours: By appointment via Zoom

Course Prerequisite: To take this course, you must have passed Principles of Ad/PR (MEJO 137).

Course Objectives: Upon course completion, she/he should be able to:

- Understand the standard practice quantitative and qualitative research methods in the area of strategic communication (Public Relations and Advertising);
- Understand the strengths and weaknesses of these different research methods and when best to apply them to client problems;
- Explain how specific research methods will answer certain client research problems and needs;
- Develop research plans and initiatives using these methods;
- Problem solve and develop actionable plans using the data obtained from one's research process;
- Expand knowledge of groups (people, consumers, voters, organizations, issues and publics) through primary and secondary research.

Readings: We will rely primarily on the textbook *Advertising and Public Relations Research* by Jugenheimer and associates (see citation below). It is available at no extra cost to you as an e-book via our library system. You may also purchase the text at the bookstore if you prefer hard copy.

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. (If you purchase, get the **SECOND** edition.)

FREE e-book version via UNC Library: <http://www.tandfebooks.com.libproxy.lib.unc.edu/isbn/9781315716565>

Sakai: In addition, there will be readings outside of the text that will be made available on the Sakai page under Resources. I will also use Sakai to post syllabus updates, announcements, PowerPoint slides (posted after class), assignments and other important information. The UNC Sakai service can be found at <http://sakai.unc.edu>. Updates will be frequent, so check back often. You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or assignments.

Communication policy: You are encouraged to e-mail me with any questions or comments you have throughout the semester. I will do my best to answer within 24 hours. If your e-mail relates to your group project, please copy your group members on the e-mail. It is your responsibility to check your e-mail and Sakai regularly for messages and updates.

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 please 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 special accommodations will be needed, please contact

Accessibility Resources & Service at 919-962-8300 or via the department's website at <https://accessibility.unc.edu/>.

Please understand that I'm not qualified or permitted under University policies to provide any accessibility-related accommodations without authorization from ARS.

Seeking Help: 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, an illness, etc.

The Honor Code: It is my duty to report any and all suspected Honor Code violations to the Student Attorney General. If you are not familiar with the Honor Code, review it here: <http://instrument.unc.edu> . As stated in the Honor Code, "It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and support the enforcement of the Honor Code, which prohibits lying, cheating, or stealing when these actions involve academic process or University student or academic personnel acting in an official capacity."

A special note about plagiarism: The Instrument of Student Governance at UNC 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." Copying-and-pasting from online sources without citing the source from which you obtained the content is clearly an instance of plagiarism. However, it may also be plagiarism if you rely too heavily on the structure and reasoning of another piece (for example, if you rely too much on swapping out synonyms or making only very superficial changes to content that is not yours). This type of extensive paraphrasing is not acceptable in this course, which requires you to demonstrate original thinking and analysis. If you have any questions about whether your use of reference material is appropriate, please see me. If any part of your work is judged by me and an independent faculty member to reflect inappropriate use of reference material, I reserve the right to adjust assignment and course grades downwards, in addition to reporting suspected violations as described in the preceding paragraph.

Diversity and Inclusion: The School of Media and Journalism adopted [diversity and inclusion mission and vision statements](#) in spring 2016 with accompanying goals. It complements the University policy on [Prohibiting Harassment and Discrimination](#). In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

ACEJMC Core Competencies: The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their specialization, all graduates should be aware of certain core values and competencies. This course is particularly relevant to the following competencies:

- Understand concepts and apply theories in the use and presentation of images and information;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Apply basic numerical and statistical concepts

The full list of competencies is available here:

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

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." Attendance at lectures is **essential**.

<https://catalog.unc.edu/policies-procedures/attendance-grading-examination/> There is a clear correlation between class attendance and class performance. Students who do not attend the class have a strong history

of low grades and failure. It is course practice to record class attendance, and as such it is required for each of you to sign-in to class every day. However, you are adults and will be treated as such. As a result, you get three absences without any harm to your grade. Any absences after those three “free” absences will result in a deduction in your Participation grade (and ultimately your final overall grade if deemed excessive). Exceptions to this rule include medical emergencies with a doctor’s note or family emergencies.

Late Policy: Again, I consider this a professional environment: **Don’t be late.** If you are 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.

Participation and Professionalism: I expect you to come to each class having completed assigned readings and being ready to discuss them. In the interest of hearing everyone’s perspectives, I may call on individuals who do not regularly participate on their own. Please act professionally in the classroom. This means being fully engaged in class discussions, team meetings, presentations, and client interactions. I reserve the right to reduce your entire Participation & Attendance grade to zero at the end of the semester if your presence and decorum in the classroom is unfit for a professional workplace or a positive learning environment.

Use of Laptops: Laptops are permitted for note-taking, research, and other work as assigned in class. **Internet use is PROHIBITED unless explicitly instructed for use!** If you violate this policy I have the right to tell you to leave the classroom as you are a distraction to your classmates and myself. If I see you using the internet while in class without my instruction you will automatically receive a zero for your final course Participation grade. Repeated offense is grounds for removing you from the class.

Cell Phones: Your phone **must be on ‘Do Not Disturb’ or have the ringer/vibrate silenced during class time.** I reserve the right to reduce your final grade for disruption.

Research Participation Requirement: 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. The first way is to participate in three hours of academic research studies in the School of Media and Journalism. 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 one-page (single-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. I will post full instructions on Sakai for those who wish to write summaries.

If you are enrolled in other MEJO classes that have research requirements, your fulfillment of the three hours for 379 may satisfy the requirements for the other course(s) provided the other course(s) do not require more than three hours. 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 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. Your group will then select the brand or organization that you will focus on for the semester.

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.

Summary of Graded Items:

- 1) Secondary Data/Background Research (10 points - DUE SEP 03):** Your group will 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. Coordinate with each other and share individual findings so all group members see the “big picture.” ONE SUBMISSION PER GROUP
- 2) Focus Group (10 points - DUE SEP 15):** 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. ONE SUBMISSION PER GROUP
- 3) In-Depth Interviews (10 points - DUE SEP 22):** 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. INDIVIDUAL SUBMISSION
- 4) Ethnography (10 points - DUE SEP 29):** This project will require you to take field notes around campus on your observations of people/situations around a problem that you define or to analyze the social media site of the client (if deemed appropriate). You will then write up your field notes and share them with your peers. You will write-up an analysis of your own notes and of the ethnography process. INDIVIDUAL SUBMISSION
- 5) Survey (10 points - DUE OCT 22):** Your 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. ONE SUBMISSION PER GROUP
- 6) Split-Run Experiment (10 points - DUE NOV 03):** 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. ONE SUBMISSION PER GROUP
- 7) Final Project (10 points) and Presentation (10 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 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!*** ONE SUBMISSION PER GROUP
- 8) Mid-Semester (5 points) and End-of-Semester (5 points) Peer Evaluations:** Your teammates will be evaluating your contributions to the group, and the average of these scores across your teammates will constitute your grade. Mid-semester evaluations are a good opportunity to revisit group work expectations to ensure effective work for the remainder of the class. INDIVIDUAL SUBMISSION
- 9) Research Participation Requirement (3 points):** See description provided above.
- 10) Participation + Attendance (4 points):** Students are expected to come to class prepared to participate in discussions. Failure to participate in class discussions, constructively participate in class activities, or to submit minor assignments (i.e., Guest Speaker Questions, Library Assignment, etc.) can reduce your final grade by up to 4 points. Weighting aspects of the participation and attendance scoring is at the discretion of the instructor and based upon numerous factors. **Course evaluation completion will be part of your Participation grade.**

11) Pop Quizzes (3 points): Three multiple choice and/or short answer pop quizzes to review key concepts from the reading assigned that day. Missed pop-quizzes cannot be made-up unless the absence is due to a medical (written note required) or family emergency.

TOTAL: 100 POINTS = 40 points from Individually-Graded items + 60 points from Group Assignments

Late assignments: Assignments submitted within 24 hours after the submission site closes will incur a 10% penalty, based on the overall point value of that assignment. An additional 10% will be deducted for assignments submitted within each additional 24-hour period of lateness. No exceptions.

Missing In-Class 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.

Grade Questions/Challenges: If you have concerns about a grade, please inform me of this concern via email. I ask that you wait 48 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**). 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.

Grading Summary:

Assignment	Type	Points
Research Participation Assignment	Individual	3
Pop Quizzes	Individual	3
Participation + Attendance	Individual	4
Peer Evaluations (Mid-Semester & End-of-Semester)	Individual	10
Secondary Data/Background Research	Group	10
Focus Group	Group	10
Interview Worksheet	Individual	10
Participant Observation/Ethnography	Individual	10
Survey	Group	10
Experiment	Group	10
Final Project (Written)	Group	10
Final Project (Presentation)	Group	10
TOTAL		100

Letter grade	Range of points	Interpretation
A	93 - 100%	Highest level of attainment
A-	90 - 92.99%	
B+	87 - 89.99%	High level of attainment
B	83 - 86.99%	
B-	80 - 82.99%	
C+	77 - 79.99%	Adequate level of attainment
C	73 - 76.99%	
C-	70 - 72.99%	
D+	67 - 69.99%	Minimal passing level of attainment
D	60 - 66.99%	
F	Below 60%	Failed, unacceptable performance

Note: I do not round up.

Important Life Lesson: The devil is *always* in the details.

Course Schedule:

- This schedule represents a good faith effort to outline our work over the course of the semester. However, because our needs may change, the timeline and assignments are subject to change. I will alert you via e-mail and Sakai of any changes in readings, assignments, due dates, etc., over the course of the semester. Thank you for your flexibility.
- All due items are to be submitted by the **start of class** unless otherwise noted.
- Submission of assignments is on Sakai under Assignments unless otherwise noted.
- Please see [UNC academic calendar](#) for the Fall 2020 schedule.
Subject to change due to COVID-19

DATE	TOPIC	DUE (<u>Before</u> Class Period)
Aug 11	Course introduction	
Aug 13	Lecture: Needs for research, key concepts	Ch. 1-2 Complete online survey to assess project preferences
Aug 18	Lecture: Planning, using, and designing research, introduce background research assignment Group work: Team assignments, select client, set ground rules, etc.	Ch. 3-4
Aug 20	Lecture: Intro to secondary research, SWOT analysis Group work: Discuss needs for background	Ch. 5 SWOT analysis reading under Resources/Readings

	research on client	
Aug 25	Lecture: Syndicated, online, and other resources (possible job candidate talk) Group work: Continue working on secondary research reports	Read & Do Pre-Class Library Assignment (Readings on Sakai under Resources/Readings) Bring your question from your Library Assignment Google Form
Aug 27	Lecture: Using library resources GUEST SPEAKER: *Stephanie Willen Brown , Park Library Director UNC Park Library http://jomc.unc.edu/directory/staff/stephanie-willen-brown	Ch. 6-8
Sep. 01	Lecture: Intro to qualitative research methods, research ethics	Ch. 9, 37 Submit paragraph on lessons learned/integration plan based on Stephanie Willen Brown Lecture on Sakai
Sep. 03	Lecture: Focus groups, handling qualitative data Group work: Prep for focus groups (develop moderator's guide, assign roles)	Ch. 10, 15 Submit Secondary Data/Background Research Report (one per group, due by start of class)
Sep 08	IN-CLASS WORK DAY: Conduct your focus groups in class in the Freedom Forum Conference Center (Carroll 3 rd Floor) *If available.	Finalize your moderator guide before class.
Sep 10	Lecture: Interviews Group work: Prep for interview	Ch. 12-13, 20
Sep 15	IN-CLASS WORK DAY: Take turns conducting interviews and being interviewed	Submit Focus Group Assignment (one per group, due by start of class)
Sep 17	Lecture: Ethnographic observation Group work: Prep for observations	Readings on Sakai under Resources/Readings: Why Big Data Needs Thick Data, Anthropology Inc.
Sep 22	IN-CLASS WORK DAY: Observations around campus or other locations	Submit Interview Assignment on Sakai (done individually, due by start of class)

Sep 24	Lecture: Survey research, sampling	Ch. 16-17
Sep 29	Lecture: Measurement instruments, question wording Group work: Brainstorm survey questions	Ch. 18-19 Submit Ethnography Assignment (done individually, due by start of class) Submit Mid-Semester Peer Evaluations on Sakai under Assignments Reminder: Don't forget to fulfill your Research Participation Requirement.
Oct 01	Lecture: Obtaining accurate responses Group work: Developing your survey	Ch. 21
Oct 06	Lecture: Data analysis, statistics, and Excel Group work: Developing your survey	Ch. 22, 32 Bring the survey questions you have been developing as a group; Submit survey preview link by end of class .
Oct 08	Group work: Finalizing survey	Submit Finalized Survey Link (one per group) by end of class! I will post links to all. Take all surveys by next Thursday. Make edits to survey BEFORE class on based on my feedback!
Oct 13	GUEST SPEAKER: TBA Group work if time.	Submit one guest speaker question on Sakai (I'll send info previous class). Take all other surveys before next class!
Oct 15	IN-CLASS WORK DAY: Analyze survey data and begin to write-up results.	No readings due. Reminder: Don't forget to fulfill your Research Participation Requirement.
Oct 20	Lecture: Experimental research Group work: Qualtrics and building your experiment in class	Ch. 24-25. Come with ideas of ads, concepts, messages, etc., you would like to test in an experiment.
Oct 22	Lecture: Finalize Experiments & guidelines for group presentations and final projects. Group work: Finalize experiments	No readings due. Submit Survey Assignment (one per group, due by start of class) Add me as collaborator on your Qualtrics experiment by the end of class.
Oct 27	IN-CLASS WORK DAY: Take other groups' experiments, begin to analyze experiment data.	Finalize experimental stimuli and publish experiments before class! Share the link to the Google doc (link to doc on Sakai under 'Assignments').

Oct 29	GUEST SPEAKER: TBA Group work if time.	Submit one guest speaker question on Sakai (I'll send info previous class).
Nov 03	Lecture: Client Presentation Basics Group work: Plan for presentations and final paper, etc.	Submit Experiment Assignment (one per group, due by start of class) Readings on Sakai under Resources/Readings and 'Client Presentation Basics' Reminder: Don't forget to fulfill your Research Participation Requirement.
Nov 05	Group work and consultation: Plan for presentations and final paper, etc.	
Nov 10	Group work and consultation: Plan for presentations and final paper, etc.	
Nov 12	Group work and consultation: Plan for presentations and final paper, etc.	Last Class
Nov 21	Final Paper and Presentations Due	Final Paper and Presentations Due

FINAL PAPER AND PRESENTATIONS DUE SATURDAY, 11/21- End-of-Semester Peer Evaluations also due at this time.

The last 2-3 class periods for Final Presentation/Project work and consultation.

NOTE: All Guest speaker dates are tentative with the exception of *Stephanie Willen Brown's lecture on using library resources.