

MEJO 379-2: Advertising and Public Relations Research

Tu & Th: 2:00 – 3:15 pm | Remote learning

Instructor: Xinyan (Eva) Zhao, Ph.D.**Email:** ezhao@unc.edu**Learning Mode:** Remote learning combining zoom meetings and pre-recorded videos.

- There will be a total of **15 Zoom meetings**. All Zoom meetings are marked on the Sakai calendar and can be accessed through <https://unc.zoom.us/j/97559646279> (Meeting ID: 975 5964 6279, passcode: 379002).
- There will be **5 1:1 group meetings with me** to make sure that every group makes good progress on the group project. The group meeting can be accessed through <https://unc.zoom.us/j/5742089274> (Meeting ID: 574 208 9274, waiting room enabled).
- In other class sessions, you will watch pre-recorded videos or conduct research project out of the class (for detail, see the class schedule).

Office Hours: Tu & Th 3:20– 4:00 pm via <https://unc.zoom.us/j/5742089274> (Meeting ID: 574 208 9274, waiting room enabled); or by appointment.**TA:** Sydney Nicolla (snicolla@email.unc.edu)**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 you have completed this course, you 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

TEXTBOOK & READINGS

(Required) 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. (free e-textbook available through the Park Library <https://www-taylorfrancis-com.libproxy.lib.unc.edu/books/9781317507376>)

Supplemental readings will be made available through Sakai.

COURSE POLICES

Attendance

- Both synchronized (i.e., attending Zoom meetings and 1:1 group meetings) and asynchronous (i.e., watching pre-recorded videos) learning are essential for your success in this core course.
- Attending synchronized sessions via Zoom is important for this required course. The specific days of Zoom classes can be found in the weekly class schedule. Students are expected to attend and actively participate in Zoom discussions. Each Zoom session will be recorded. If you are absent due to technical constraints (e.g., power outage), loss of WIFI connection, or other emergencies such as COVID-19, you must notify me your request in advance to the class or within 3 days after the class. I may require evidence justifying the request as I see fit. If you are absent due to [authorized university activities](#) (e.g., religious holiday/observance), you must email me your request with appropriate documents in advance to the class. Each Zoom session will be recorded.
- Asynchronous sessions helps you learn key concepts and methods at your own pace. Students are expected to go through the reading(s), watch the pre-recorded video lectures, and complete the forum posts to apply the concepts/methods learned. The video lecture will be made available during the class time through Sakai. The forum posts (5% of total grades) are due at the end of the day (midnight).
- There will be approximately five quizzes (lowest dropped) during Zoom sessions throughout the semester. The quiz will be timed (about 10 minutes) and will be available on Sakai. If you are absent due to technical constraints (e.g., power outage) or emergencies, you must email me your request with appropriate documents justifying your request in advance to the class or within 3 days after a quiz. If you are absent due to [authorized university activities](#) (e.g., religious holiday/observance), you must email me your request with appropriate documents in advance to the class.
* If you meet with me or Sydney to set up your course learning objective in the first two weeks, you will have an opportunity to redo one quiz of your choice (due within one week after you receive the grade).

Email & Communication

I will guarantee a response within 24 hours 9:30 am to 5:30 pm Monday through Thursday. On Fridays and the weekend, I will respond within 24-48 hours as I will work on research projects and grants. Please treat emails to me as professional correspondence. All communication should include your name, your class/session, and a professionally worded message.

Late Work

Deductions: 10% is deducted the moment an assignment is past the due date and time. Late assignments will receive an additional 10% deduction each additional day after. After ten days, an assignment can no longer be turned in and receive points. It is the student's responsibility to check that all assignments have successfully uploaded and that they've uploaded the correct file.

Grade Questions

If you have concerns about a grade, please wait 24 hours after receiving your grade and inform me of this concern via **email**. You should outline your concerns and provide evidence to support your claim in the email. After you contact me about a grade, I will set-up a time to meet with you online or in-person so we can discuss the grade. You have two weeks to challenge a grade after it is posted on Sakai.

Honor Code

All work submitted for this course must be your work. All sources used for information must be properly cited. Academic dishonesty in any form is unacceptable. Your participation in this course comes with the expectation that your work will be completed in full observance of the [University's Honor Code](#). You will need to visit this website the first week of class and complete [the student module](#). If any part of your work reflects inappropriate use of reference materials, I reserve the right to adjust your grades downwards as well as to turn the case over to the University's Honor Committee.

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.

Special Accommodations

If you require special accommodations to participate in this course, please let me know as soon as possible. This includes physical needs, technological needs, chronic medical conditions etc. All accommodations are coordinated through the [Accessibility Resources and Service Office](#). Detailed information about the registration process is available on the ARS website.

ASSESSMENT & GRADE COMPONENTS

Participation 15%

- Class Participation 5%
You will receive 5% of the total grade if you actively participate in in-class discussions and activities, actively participates in 1:1 group meeting, ask me (or TA) questions during the class or the office hour, participate in Sakai forum discussion, and engage your other classmates. This helps keep you engaged in remote learning.
- Forum Posts 5%
There will be 6 times of forum posts regarding a discussion question related to the lecture content on that day. You should complete at least 5 forum posts to gain the 5% of the total grade. This is to make sure you are keeping up with the pre-recorded videos.
- Research participation 5%
You will receive 5% of the total grade if you participate in a research study. You must complete one of three options described below by **May 4, 2:00 pm** to fulfill this requirement.
 - Participate in a total of three hours of academic research studies in the school. You will be able to sign up online to participate in these studies.
 - 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 summarize an article that was published in the last two years in the Journal of Advertising, Public Relations Review, or Journal of Public Relations Research. 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.

Quizzes & Exam 35%

- Quizzes 15% (lowest dropped)
There will be five times of quizzes typically on the day of the Zoom session throughout the semester, based on the video lecture and reading assigned for the past 1-2 weeks. This is to make sure you master key concepts in ADPR research. A quiz may have multiple choice, true or false, and/or short answer.
- Final Exam 20%
A final exam including multiple choice, matching, and short answer will be given covering video lectures, reading assignments, and class discussions. A review session will be conducted. Final exam times are based on the [University final exam schedule](#).

Team Project 50%

In groups of 4-5, you will conduct secondary research and use various methods to approach a research problem. The project requires you to work as a team to produce professional research and complete three major group assignments. To make sure that you receive timely feedback from me, you will have five 1:1 group meetings with me during the class time. To ensure that you are keeping up with every assignment, you will submit 1-2 sub-assignments for each major assignment. Beyond being good for you, this helps out all team members to make sure everyone is up to speed with the group project. You will be graded for the content of your submissions and your individual effort within the team. Further details about these projects will be posted on Sakai.

- Team Survey
I will select students to fill specific leadership roles within their groups. Each student must complete a [survey](#) providing the top two preferences for team 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 team and a team role, and students will have the option to pick their own topics. Surveys should be completed by Tuesday, Jan 19 (midnight). Description of leadership positions:
 1. Literature Review/Secondary Research Coordinator: This person will be responsible for organizing the literature review/secondary research and synthesizing findings.
 2. Qualitative Design and Execution Director: This person will be responsible for overseeing the focus group/interview assignment “logistics” for the group and leading the focus group/interview design.
 3. Quantitative Design and Execution Director: This person will be responsible for overseeing the survey/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.
 6. Communication and Professionalism Coordinator: This person will be responsible for setting up channels of communication for the team and fostering team building and open dialogue. This

person will also check all reports for cohesive writing, grammar/style, and overall professionalism.

- Research Topic (1%)

Your group may research: 1) a problem of importance to the profession in general (e.g., how companies can drive online engagement, reputation management, incorporating new technology, etc.); 2) a problem tied to a specific organization (e.g., how a particular organization might recover from a crisis, how a specific brand may extend to a different audience, etc.); or 3) a real problem for a real client in the local community with a research need that you work with directly. This is due on Thursday, Jan 28. Any change of topic during the semester should be approved by the instructor.

- Group Contract

Your team will write a group contract outlining expectations for all team members (due Tuesday Feb 2). The contract is expected to include (a) ground rules and functions for dealing with assignments as a unit; (b) procedures for participating in projects and meeting deadlines; and (c) steps for contact the instructor when necessary to discipline a team member. Each group member will be evaluated throughout the semester. As an individual member of a team, you are expected to:

- Join a project team and fully participate by attending all team meetings and all class meetings.
- Lead at least one research assignment.
- Keep updated on group work and maintain project documents.
- Non-contributing individuals: The evaluation of an individual's contribution comes from the instructor and his/her peers. If any one of these sources judges an individual's contribution as negligible or belligerent, that individual will be "fired" from the team using this procedure.
 - a) Have a team meeting to discuss the problem. Inform the instructor of the meeting as well as the results.
 - b) If the problem persists, set up a time to meet with the instructor.

- Secondary Research Assignment (10%)

To understand a problem or issue for a client or for your chosen profession, you will first need to conduct a scan of secondary research and literature related to your research need. What is the problem or organization's strengths, weaknesses, opportunities, threats, current standing, etc. in relation to the topic/population? You should identify what is out there currently about your topic and/or your client and prepare a report (9%). One 1:1 group meeting with me will be held (1%). For more secondary research resources, see <https://guides.lib.unc.edu/mejo379>

- Qualitative Assignment (18%)

The goal of this assignment is to allow you to explore questions that can address the client's research needs using a chosen qualitative method. As a group, you will conduct interviews with the target audience/public and/or facilitate a focus group. To be clear, the goal is to have a single protocol for interviews/focus groups for all group members to use so the sample is more likely to reach saturation. In the process, your team will produce a protocol (2%) and collect data (2%). Two 1:1 group meeting with me will be held (1% for each one). This report (12%) will be approximately five to seven pages. More details to come.

- Quantitative Assignment (18%)
This assignment reports the methods for quantitative data collection and analysis. Your team will decide whether it is most appropriate to address your team's portion of the client's challenge with a survey or experiment. In the process, your team will produce a protocol (2%) for survey or experiment and collect data (2%). Two 1:1 group meeting with me will be held (1% for each one). The report should summarize the method for conducting the data, report the results of the survey/experiment, and discuss the results. This report (12%) will be approximately five to seven pages. More details to come.
- Peer evaluations (3%)
You will receive 3 points if you complete 2 peer evaluations thoroughly and on time. During the semester, you will receive a survey link after your submission of qualitative and quantitative assignment to fill out your evaluation. If you do not adequately and accurately evaluate your peers, you will not receive these points. I expect everyone to contribute equally. Should a problem arise with a team member, I expect you to try to solve the problem within the group. If the problem continues, I should be notified in writing. Written documentation of a student's lack of participation will be factored into a student's grade and significantly impact a student's grade in an assignment. Under rare circumstance, a team member can be fired if there is (1) majority agreement in the team, (2) a student does not improve after communication/warning, (3) any other rule detailed in the group contract. A petition detailing the reasons and justifying evidence should be submitted to the instructor. The instructor will review the petition and will approve the request if it is reasonable.

Tentative Point-Grade Scale

Points	Grade	Descriptions
93-100	A	Mastery of course content at highest level; Excellent attainment.
90-92.9	A-	
87-89.9	B+	
83-86.9	B	Strong performance; Good attainment.
80-82.9	B-	
77-79.9	C+	
73-76.9	C	Average performance; Satisfactory attainment of the subject.
70-72.9	C-	
67-69.9	D+	
60-62.9	D-	
59.9 or below	F	Failed performance; Unacceptable attainment.

* subject to minor changes based on the distribution of total points.

Tentative Weekly Class Schedule*

*All reading is to be completed by the day of the lectured topic. Course schedule will be finalized after the first two weeks of the semester and be subject to minor changes at the discretion of the instructor.

Zoom Lecture
 1:1 Group Zoom Meeting
 Pre-recorded video/ Project Work

Date	Content	Go Through	Due
Jan 19, Tu	Overview and Intro	Ch 1 & 35	Pre-class survey due (midnight)
Jan 21, Th	Research Basics	Ch 2 & 4	Complete the Honor Code Module due (midnight)
Jan 26, Tu	Research Processes & Ethics	Ch 5, 6, & 37 Readings posted to Sakai Video lecture	Forum Post 1 due
Jan 28, Th	Secondary Research Assignment Brief & More resources	Ch 7 Brief posted to Sakai	Quiz 1 Research Topic due on Friday (midnight)
Feb 2, Tu	Library Resources for Secondary Research (Guest speaker: Stephanie Willen-Brown)	Ch 8 Review library guide (Sakai)	Pre-class library resource assignment Group Contract due (midnight)
Feb 4, Th	Outside-of-Class Project Work: Secondary Research		
Feb 9, Tu	1:1 Group Meeting: Secondary Research		
Qualitative Research Unit			
Feb 11, Th	Intro to Qualitative Research	Ch 9 & 14 Readings posted to Sakai Video lecture	Forum Post 2 due Secondary Research due on Friday 11:55 pm
Feb 16, Tu	Wellness Day-No Classes Held ☺		
Feb 18, Th	Focus Groups	Ch 10 Readings posted to Sakai Video lecture	
Feb 23, Tu	Interviews	Ch 12 Readings posted to Sakai	
Feb 25, Th	Qualitative Research Assignment Brief; Draft the qualitative protocol	Brief posted to Sakai	Quiz 2
Mar 2, Tu	1:1 Group Meeting: Qualitative protocol		Interview/Focus Group Protocol Due
Mar 4, Th	Outside-of-Class Project Work: Conduct interviews or focus groups with your participants		
Mar 9, Tu	Analyzing Qualitative Data	Ch 15 Readings posted to Sakai	Forum Post 3 due Transcripts Due

		Video lecture	
Mar 11, Th	Wellness Day-No Classes Held 😊		
Mar 16, Tu	1:1 Group Meeting: Qualitative Data Analysis		Qualitative Report due on Friday 11:55 pm
Quantitative Research Unit			
Mar 18, Th	Measurement Scale	Ch 18 Readings posted to Sakai	
Mar 23, Tu	Sampling & Survey	Ch 16 & 17, The previous part of Ch 32 (pp. 283-289); Video lecture	
Mar 25, Th	Survey Design Activity: Build survey items in Qualtrics	Ch 19, 21, 30 Readings posted to Sakai	Quiz 3 Forum Post 4 due
Mar 30, Tu	Experiment	Ch 24 & 25 Readings posted to Sakai Video lecture	
Apr 1, Th	Experiment Design and activity	Ch 26 Readings posted to Sakai	Forum Post 5 due
Apr 6, Tu	Quantitative Project Brief	Brief posted to Sakai	Quiz 4
Apr 8, Th	1:1 Group Meeting: Survey/experiment protocols		Survey/experiment protocol due
Apr 13, Tu	Outside-of-Class Project Work: Collect data for survey or experiment		
Apr 15, Th	Intro to Analyzing Quantitative Data	The latter half of Ch 32 (pp. 289-292) Readings posted to Sakai	
Apr 20, Tu	Software for Analyzing Quantitative Data	Readings posted to Sakai	Quiz 5
Apr 22, Th	1:1 Group Meeting: Quantitative Data Analysis		Data file due before the class
Apr 27, Tu	Outside-of-Class Project Work: Finalize the quantitative report		
Apr 29, Th	Large-scale Data Analytics	Readings posted to Sakai Video lecture	Forum Post 6 due Quantitative Report Due on Friday 11:55 pm
Final Exam			
May 4, Tu	LODOC - In class: Final Exam Review		
TBD	Final Exam		