

**Syllabus**  
**LOYOLA UNIVERSITY CHICAGO**  
**School of Communication**  
Spring 2015

**Course Information:**

**COMM 363 - Research Methods in Advertising and Public Relations**

**Date/Time:** M W F 2:45 – 3:35 PM

**Corboy Law Center:** Room 201

**Instructor Information:**

Barbara Jurgens, M.S.J.

Phone: 312-622-0355

Office Hours: By appointment

Email: [bjurgens@luc.edu](mailto:bjurgens@luc.edu)

**Course Description:**

This course will introduce Advertising/Public Relations majors to sound and effective social science research methods commonly used in the profession, including surveys, focus groups, content analysis, and audience analyses. Students will learn the research process and how to apply it to establish, build, and evaluate Ad/PR strategies, goals, and campaigns.

**Course Objectives:**

This is an applied research class, focusing on essential methodologies of research necessary for success in the fields of advertising and public relations. We give students a framework for understanding marketing research principles, as well as the relationship between marketing research and management decision making. We will:

- Emphasize practical applications using real world cases and examples to see how marketing research is actually conducted and used.
- Highlight contemporary content. Current examples and an emphasis on online market research and social media are integral to course content.
- Provide interactive learning through various tools provided in the text and additional resource tools.

This is a survey course with a nontechnical, non-statistical orientation.

**Required Texts and Materials:**

**Required Text: Essentials of Marketing Research, a Hands-On Orientation**

Text + Web Content ISBN: 978-0-13-706673-5

Pearson

Available in Loyola University Bookstore and online (Amazon)

*You are urged to use the related online resource: open access (no password required) Companion website. This includes a comprehensive Student Resource Manual.*

[www.pearsonhighered.com/malhotra](http://www.pearsonhighered.com/malhotra)

Other required reading will be posted on Sakai and/or distributed in class.

## **Course Website**

Lectures will be posted in advance on Sakai. This is designed to enable students to avoid having to take extensive notes in class and as an aid for studying for exams; it is not meant as a substitute for class attendance.

## **Expectations on attendance:**

Students are expected to be prepared for, attend, and participate in all class sessions. Class begins promptly at 2:45 p.m. and students who arrive after attendance has been taken will be marked absent. Please inform me in advance if you believe you have a legitimate reason for an absence.

\*After three absences, your grade will be lowered by one letter grade.

\*An excused absence means letting me know ASAP (ideally 24 hours before class) why you will not be there. Medical reasons and emergencies constitute excused absences.

## **Assignments:**

Assignments are designed to help you develop your critical thinking and demonstrate your analytical knowledge. Some of these are small assignments (leading to a final research paper), quizzes, and some will be graded pass/fail. The assignments may not exactly track current lecture. There will be a final paper summarizing your findings and conclusions of a research assignment. We will review all directions in class and details will be posted on Sakai.

All written work should be typed double spaced in a 12-point font with 1-inch margins with the student's name and date on the top of the first page. Multiple-page assignments should be stapled. Student should strive for professional-quality work. Accuracy, quality, neatness, and format count, and multiple typos, factual errors, or errors in grammar or punctuation will result in a lower grade. Carefully proofread your papers and don't rely solely on spell-check to catch errors. A hard copy of each assignment is due in class on the specified date unless I specifically request online submission of the assignment.

Late assignments will be graded down one grade per day. For example, an assignment that would have received an "A" if it been turned in on time would receive a "B" if it is turned in on the following day and a "C" if it is turned in two days late.

## **Exams**

We will have a mid-term and a final, covering reading and themes of the class. These are important to assure you're making progress on readings and applying the lessons you learn in class discussion and textbook reading.

## **Course Grading/Relative Weight of Assignments:**

Attendance, class participation, professionalism	20%
Quizzes, homework assignments, oral presentations	20%
Mid-term exam	20%
Original research project	20%
Final exam	20%

Guest Speakers give of their time to be with you to share their learning and experience. Speakers appreciate hearing from you and knowing what you liked about their lecture and what you would benefit from knowing more about. Extra credit points will be assigned for “Thanking Guest Speakers.” Guidelines for qualification will be discussed in the first class session.

**Re-dos:** If you want to improve your grade on a homework assignment, you are entitled to **TWO re-do credits** during the course of the semester. Any re-do is due **the week after it was handed back**. The paper must say “re-do” at the top next to your name, and the original assignment must be attached. Your points on that assignment will be an average of the two grades.

NOTE: Excludes exams and final research project.

**Grading Scale:**

100-94 %	A
93-90 %	A-
89-87 %	B+
86-83 %	B
82-80 %	B-
79-77 %	C+
76-73 %	C
72-70 %	C-
69-60 %	D
Below 60%	F

**School of Communication Statement on Academic Integrity:**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty. Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student’s work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student’s work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true

that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts.

Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at

<http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml)

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

*(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)*

**Classroom Behavior:**

We treat this class as a professional setting. You will do well if you come to class (on time), complete assignments (on time), stay engaged, and show respect for others.

If you are an undergraduate student, you will be assigned a partner for your final research project. This work and other team assignments throughout the semester will include evaluation of your ability to collaborate and contribute to a team.

To help create a positive learning community, silence your cell phones and mobile devices. If you must use social networking during class, ensure that it is on topic and not personal. In class use of a personal computer is limited to note taking or special project research. Any other use is distracting to other students and pulls you away from the class.

**Accommodations:**

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Details are available at [www.luc.edu/sswd](http://www.luc.edu/sswd).

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

**Policies:**

No tests may be made up without advance permission. If you get sick or face a personal emergency on the day of a test or when a paper is due, you must send me an email in advance of the class or deadline (sending the email does not automatically extend your deadline). If you fail to do this you should assume the test/assignment will not be made up or that the assignment will be downgraded.

Incomplete class grades are only given for exceptional reasons.

**CLASS SCHEDULE: COMM 363-201, Spring 2015**

Reading assignments are to be completed before class on the date shown for reading discussion.

Week 1, Jan. 12	<p><u>Introductions</u></p> <ul style="list-style-type: none"> <li>▪ Who, What, When, Where, Why of Research Methods in Advertising/PR</li> <li>▪ Syllabus (Jan. 12)</li> <li>▪ Text (Jan. 14)</li> <li>▪ Discussion of text, chapter 1 (Jan. 16)</li> </ul>
Week 2, Jan. 19	<p><u>Defining the Market Research Problem and Developing an Approach</u></p> <ul style="list-style-type: none"> <li>▪ No class (Jan. 19, MLK Holiday)</li> <li>▪ Discussion of text, chapter 2 (Jan. 21)</li> <li>▪ Weekly topic – Brand/client selection (Jan. 23)</li> </ul>
Week 3, Jan. 26	<p><u>Research Design, Secondary and Syndicated Data</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 3 (Jan. 26)</li> <li>▪ Weekly assignment TBD (Jan. 28)</li> <li>▪ Weekly topic (Jan. 30)</li> </ul>
Week 4, Feb. 2	<p><u>Qualitative Research</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 4 (Feb. 2)</li> <li>▪ Guest Speaker (Feb. 4) <ul style="list-style-type: none"> <li>○ <i>Susan Geffen, Creative Consultant</i></li> </ul> </li> <li>▪ Weekly assignment TBD (Feb. 6)</li> </ul>
Week 5, Feb. 9	<p><u>Survey and Observation</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 5 (Feb. 9)</li> <li>▪ Weekly assignment TBD (Feb. 11)</li> <li>▪ Weekly topic (Feb. 13)</li> </ul>
Week 6, Feb. 16	<p><u>Experimentation and Casual Research</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 6 (Feb. 16)</li> <li>▪ Weekly assignment TBD (Feb. 18)</li> <li>▪ Weekly topic (Feb. 20)</li> </ul>
Week 7, Feb. 23	<p><u>Measurement and Scaling</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 7 (Feb. 23)</li> <li>▪ Guest Speaker (Feb. 25) <ul style="list-style-type: none"> <li>○ <i>Chris Gloede, Chief Marketing Officer, American Bar Assn.</i></li> </ul> </li> <li>▪ <b>Mid-term Exam</b> (Feb. 27)</li> </ul> <p>This exam will cover text chapters 1 through 7, plus handouts</p>
March 2 – 6	<ul style="list-style-type: none"> <li>▪ No class – spring break – enjoy!</li> </ul>
Week 8, Mar. 9	<p><u>Questionnaire Design</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 8 (Mar. 9)</li> <li>▪ Weekly assignment TBD (Mar. 11)</li> <li>▪ Weekly topic (Mar. 13)</li> </ul>
Week 9, Mar. 16	<p><u>Sampling Design and Procedures</u></p> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 9 (Mar. 16)</li> <li>▪ Guest Speaker (Mar. 18) <ul style="list-style-type: none"> <li>○ <i>Gary Kubo, Kubo Group Ltd.</i></li> </ul> </li> <li>▪ Instructions for original research project will be distributed; weekly assignment TBD (Mar. 20)</li> </ul>

Week 10, Mar. 23	<u>Report Preparation and Presentation</u> <ul style="list-style-type: none"> <li>▪ Discussion of text, chapter 13 (Mar. 23)</li> <li>▪ Weekly topic TBD</li> <li>▪ In class work session: original research assignment (Mar. 27)</li> </ul>
Week 11, Mar. 30	<u>Competitive Analysis</u> <ul style="list-style-type: none"> <li>▪ Guest Speaker (Mar. 30 or Apr. 1) <ul style="list-style-type: none"> <li>○ <i>Stefanie Frei, Competitive and Consumer Intelligence</i></li> </ul> </li> <li>▪ Weekly topic TBD</li> <li>▪ In class work session: original research assignment (Apr. 3)</li> </ul>
Week 12, Apr. 6	<u>Web and Social Media Analytics</u> <ul style="list-style-type: none"> <li>▪ Discussion of assigned reading, link below (Apr 6)  <a href="http://www.smmstandards.com/">http://www.smmstandards.com/</a></li> <li>▪ Guest Speaker (Apr. 8 or 10)</li> </ul>
Week 13, Apr. 13	<u>Email Measurement</u> <ul style="list-style-type: none"> <li>▪ Measuring Email marketing – the workhorse of online campaigns</li> <li>▪ Weekly assignment TBD (April 15)</li> <li>▪ In class work session: original research assignment (Apr. 15 or 17)</li> </ul>
Week 14, Apr. 20	<u>Wrap up and review</u> <ul style="list-style-type: none"> <li>▪ Submit final research project and present highlights in class Apr. 20, 22, and 24</li> </ul>
Week 15, Apr. 27	<ul style="list-style-type: none"> <li>▪ <b>Final exam in class</b> (Friday May 1, 4:15 PM)</li> </ul>

*Course schedule is subject to change. I will notify you of weekly assignments, as well as any major changes to the syllabus. Staying current on reading and class discussion is important as pop quizzes will happen!*

### **About the Instructor:**

Barbara Jurgens is an adjunct faculty member of Loyola University Chicago. She spent over 30 years in the field of advertising and marketing communications with major advertising agencies. She led brand advertising for consumer accounts at Ogilvy & Mather (NutraSweet, Kraft, Kimberly-Clark, and Ameritrade) and then for major pharmaceutical accounts (including Bristol-Myers Squibb, AstraZeneca, Pfizer) at Corbett CAHG, a medical promotion agency in the Omnicom network.

Jurgens holds a Bachelor of Arts degree in American Studies from the University of Minnesota and a Master of Science degree in Advertising from Northwestern University, Medill School of Journalism. She is active in teaching college classes, running B. Jurgens Communications and supporting classical music organizations as both consultant and volunteer.