

**Research and Evaluation
Journalism 40623 (Section 010) Spring 2015
3 Credit Hours**

Time and Place: MWF 9:00-9:50, Reese-Jones Hall 221

Instructor and TA: Dr. Julie O'Neil Brooke Bailey brooke.bailey@tcu.edu

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Office Hours: Monday/Wednesday, 1:00-2:45

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Course Overview:

This course provides an introduction to the process and design of research and the methodological techniques and approaches commonly used in advertising and public relations. Research can be a lot of fun—it's not just a bunch of numbers. This class provides you an opportunity to conduct original research and interpret findings. The emphasis in this class is on using research to shape public relations and advertising strategy.

Course Prerequisites:

Prerequisites: JOUR 10113, 20313, 20403, with a grade of C or higher. MATH 10043 or INSC 20153 with a grade of C or higher also required.

All strategic communication majors must complete the following four courses: JOUR 10113, 20001, 20313 and 20403 with a grade of "C" (2.0) or higher in each and a combined GPA of a 2.5 before enrolling in any advanced, required courses for the major, including this class. If I later determine that you haven't taken and passed these requirements, you may be dropped at any point in the semester.

Course Objectives:

You'll be able to:

How you'll demonstrate that to me:

Describe and use the major research approaches and their assumptions	Exams
Identify the appropriate methods to answer different types of research questions or issues	Exams and qualitative and quantitative project
Review and analyze secondary background research related to an advertising or PR issue	Research proposal
Conduct and interpret qualitative data	Qualitative project
Write and implement a survey questionnaire	Exams and possibly quantitative project
Analyze and interpret survey results	Quantitative project
Present your results and discuss the implications of your research	Qualitative and quantitative project

Required Textbooks and Readings:

- Advertising and Public Relations Research (2014, 2nd edition) by Donald W. Jugenheimer, Samuel Bradley, Larry D. Kelley, and Jerry C. Hudson
- Using Qualitative Research in Advertising (2012) by Margaret A. Morrison, Eric Haley, Kim Bartel Sheehan, and Ronald E. Taylor
- Other readings, including blog posts, online articles, or other electronic readings. These readings will be clearly communicated to you in a timely manner.

Grading:

Quizzes:	5%
Exam 1	15%
Exam 2:	15%
Exam 3:	15%
Research Proposal:	15%
Qualitative Project:	15%
Quantitative Project:	<u>20%</u>
	100%

Numerical Scale	Letter Grade	GPA Equivalent (4-pt. scale)
92.5-100	A	4.00
89.5-92.4	A-	3.67
86.5-89.4	B+	3.33
82.5-86.4	B	3.00
79.5-82.4	B-	2.67
76.5-79.4	C+	2.33
72.5-76.4	C	2.00
69.5-72.4	C-	1.67
66.5-69.4	D+	1.33
62.5-66.4	D	1.00
59.5-62.4	D-	.67
59.4 and below	F	0

You may access your grades via Pearson LearningStudio.

Course Policies:

Class Readiness

This is NOT a lecture course. Rather, we will spend our time in class discussing, discovering, and analyzing. To accomplish that, you must be prepared for class each day. It is your responsibility to read or view any videos in advance before class so that we can maximize our learning in class.

I will ask each of you at the beginning of class to help me reconfigure the tables and chairs into design that maximizes learning for the day. The room arrangement will depend on the learning goals for the day.

Computers, Cell Phones, iPads and Related Technology

You may not text or talk on your cell phone in class. You are encouraged to bring your laptop and/or iPads to class. However, please plan to use your computers and iPads only for class activities, not personal activities.

Attendance

Three absences in the course are the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. You will not be counted as absent if you are ill and have a doctor's note or if you have a university-excused absence. But a job interview/commitment, family wedding, or sick cat are not university-excused absences.

After three absences, your final course grade will be docked one point for each additional day that you are absent. As an example, if you have six absences, your final course grade will be docked 3 points.

I will assess attendance in different ways. I may collect exercises or responses in class. I may circulate an attendance sheet that you will sign. I may call out names. If you are late and not present when I take attendance, you will be counted as absent. If you forget to sign in, you will be counted as absent.

Quizzes

There will be announced and unannounced online and in-class quizzes throughout the semester over assigned readings. The purpose of these quizzes is to encourage you to keep up with the readings and to help you prepare you for the exams.

Exams

Exams will cover the assigned readings, videos, handouts, and all material presented in class. If you are late to class on the day of an exam, you will not receive extra time to complete the exam. You may not answer your cell phone during exams or leave the room at any time. Make-up exams may be given only if one of two conditions is met:

- (1) You are going to be away from campus in connection with an authorized university activity, and if I am properly notified by university officials in advance and in writing.
 - (2) You are sick and I receive a doctor's note explaining your illness in writing before the exam.
- Make-up exams may be in a different format.

Late Assignments

Strategic communication professionals must continually meet deadlines. You, too, are expected to meet deadlines. If you know ahead of time that you must miss a class for an official university-approved absence, turn in your assignment before you are out. Assignments are due by the assigned due date and time. Assignments turned in after ten minutes of the designated time deadline will be penalized one full letter grade. Your grade will be reduced ten points for each day that it is late. No late assignments will be accepted three days past when the assignment was due.

Email Notification

It is your responsibility to check your TCU email on a regular basis, because I will occasionally email the class.

Feedback on Class Assignments

I am happy to give you feedback on assignments in person, preferably either during class or my office hours. It is your responsibility to contact me early enough before the assignment is due so that we can meet at a time that is convenient for both of us.

Group Work

Each person in the class will also be assigned to a group of about four or five people to work on the project assignments. It is expected that each student participate fully in her or his group. If a group does not believe that a member is carrying her or his weight, they can request that the member be removed from the group. In the event that this occurs, this student will be asked to work individually. Moreover, students will also complete peer evaluations, which have the potential to impact your respective grade. Expectations and criteria will be presented in class.

Pearson LearningStudio:

This class will use Pearson LearningStudio to help enhance communication. You should access the course's site to access:

- PowerPoints and handouts, available via "Doc Sharing"
- Webliography for links to videos and/or web material that I show in class
- Gradebook

If you have not yet taken the Student Tutorial, please do so. Once you have finished, return to this course and continue. The Student tutorial is listed on your personal student homepage. To access it, click on "Exit Course" at the bottom of this page. Then click on the "Student Tutorial" on your home page. Follow the instructions.

If you experience any technical problems during your usage of this online course, please do not hesitate to contact the HELP DESK. They can be reached by phone or by email 24 hours per day, 7 days per week. email: helpdesk@tcuglobal.com phone: **1-800-826-1665**

Academic Misconduct (from the 2014/2015 Undergraduate Catalog):

An academic community requires the highest standards of honor and integrity in all of its participants if it is to fulfill its mission. In such a community, faculty, students and staff are expected to maintain high standards of academic conduct. The purpose of this policy is to make all aware of these expectations. Additionally, the policy outlines some, but not all, of the situations that can arise that violate these standards. Further, the policy sets forth a set of procedures, characterized by a "sense of fair play," which is used when these standards are violated. In this spirit, definitions of academic misconduct are listed below. These are not meant to be exhaustive.

I. Academic Misconduct

Any act that violates the spirit of the academic conduct policy is considered academic misconduct. Specific examples include, but are not limited to:

A. **Cheating.** Includes, but is not limited to:

1. Copying from another student's test paper, laboratory report, other report, or computer files and listings.
2. Using in any academic exercise or academic setting, material and/or devices not authorized by the person in charge of the test.

3. Collaborating with or seeking aid from another student during an academic exercise without the permission of the person in charge of the exercise.
 4. Knowingly using, buying, selling, stealing, transporting or soliciting in its entirety or in part, the contents of a test or other assignment unauthorized for release.
 5. Substituting for another student, or permitting another student to substitute for oneself, in a manner that leads to misrepresentation of either or both students' work.
- B. Plagiarism.** The appropriation, theft, purchase or obtaining by any means another's work, and the unacknowledged submission or incorporation of that work as one's own offered for credit. Appropriation includes the quoting or paraphrasing of another's work without giving credit therefore.
- C. Collusion.** The unauthorized collaboration with another in preparing work offered for credit.
- D. Abuse of resource materials.** Mutilating, destroying, concealing or stealing such materials.
- E. Computer misuse.** Unauthorized or illegal use of computer software or hardware through the TCU Computer Center or through any programs; terminals; or freestanding computers owned, leased or operated by TCU or any of its academic units for the purpose of affecting the academic standing of a student.
- F. Fabrication and falsification.** Unauthorized alteration or invention of any information or citation in an academic exercise. Falsification involves altering information for use in any academic exercise. Fabrication involves inventing or counterfeiting information for use in any academic exercise.
- G. Multiple submission.** The submission by the same individual of substantial portions of the same academic work (including oral reports) for credit more than once in the same or another class without authorization.
- H. Complicity in academic misconduct.** Helping another to commit an act of academic misconduct.
- I. Bearing false witness.** Knowingly and falsely accusing another student of academic misconduct.

Ramifications for academic misconduct in this course include:

- A substantially reduced grade for the examination or assignment in question and possibly also,
- Recommendation to the academic dean that the student be dropped immediately from the course with a grade of "F."

Disability Services at TCU:

Texas Christian University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973 regarding students with disabilities. No otherwise qualified individual shall be denied access to or participation in the services, programs and activities of TCU solely on the basis of a disability. The University shall provide reasonable accommodations for each eligible student who has a physical or mental impairment that substantially limits a major life activity, a record or history of such an impairment, or is regarded as having such an impairment.

Each eligible student is responsible for presenting relevant, verifiable, professional documentation and/or assessment reports to the Coordinator of Student Disabilities Services. Information concerning a student's disability is treated in a confidential manner in accordance with University policies as well as applicable federal and state laws. Documentation presented to the coordinator shall be reviewed by the appropriate University professional(s) to verify the existence of a disability. Further documentation may

be required from the student to substantiate the claim of a disability or to assist the University in determining appropriate accommodations.

Eligible students seeking accommodations should contact the coordinator as soon as possible in the academic term for which they are seeking accommodations. The coordinator will prepare letters to appropriate faculty members concerning specific, reasonable academic adjustments for the student. The student is responsible for delivering accommodations letters, conferring with faculty members and returning validation of the receipt of information to the coordinator. The coordinator consults with the student and with University faculty and staff to ensure delivery of appropriate support services, and serves as liaison between the student and the faculty member as needed.

Students who wish to appeal a decision regarding appropriate accommodations may do so in writing to the affirmative action officer, who shall decide the appeal, at TCU Box 297090, Fort Worth, TX 76129. The affirmative action officer's decision may be appealed within seven calendar days in writing to the provost, whose decision may be appealed in writing to the chancellor within seven calendar days. At any step during such an appeal, the person requesting the appeal may confidentially consult with appropriate professionals/advisers within or outside the University.

The Coordinator, Student Disabilities Services, may be contacted in the Center for Academic Services, Sadler Hall Room 1010 or 817.257.6567.

Incompletes

Students who fall behind in their work frequently ask for incompletes. Typically it comes when they have missed deadlines. It is our policy not to grant incompletes unless you have a doctor's request in writing, or an endorsement of your request by someone from Campus Life. In other words, incompletes are given because you have missed a lot of work because of sickness or a recurrent physical or psychological problem (for which you are under active treatment) or because you have experienced a legitimate family emergency that you told Campus Life about. If you see yourself falling behind for one of those reasons, please talk to me; I'll probably recommend that you drop the course. We do not hesitate to give I's when the cause is legitimate. However, do not ask me for an I to compensate for your poor time management.

TCU Campus Resources for Students:

Many resources exist on the TCU campus that may be helpful to you: Mary Couets Burnet Library (257-7117); Center for Academic Services (257-7486, Sadler Hall. 11); the William L. Adams Writing Center (257-7221, Rickel Bldg. 244); Student Development Services (257-7855, Student Center Rm. 220); and University Ministries (257-7830, Student Center Rm. 111).

Class Schedule:

This syllabus represents my current plans and objectives. As we go through the semester, the plans may need to change to enhance the class learning opportunity. Assignment due dates will be communicated in advance and communicated clearly.

Date	Topic	Chapter	Assignment
Week Jan 12			
Mon, Jan 12	Intro to Class		

Wed, Jan 14	Intro to Research	Jugenheimer Chapter 1; Morrison Chapter 1	
Fri, Jan 16	Intro to Research	Jugenheimer Chapter 3, 35	
Week Jan 19			
Mon, Jan 19	MLK—No class		
Wed, Jan 21	Qualitative Research	Morrison Ch. 2, Jugenheimer Ch. 14	
Fri, Jan 23	Account Planning	Morrison Chapter 7	
Week Jan 26			
Mon, Jan 26	Secondary Research	Jugenheimer Chapter 5	
Wed, Jan 28	Secondary Resarch		
Fri, Jan 30	Interviewing	Morrison Chapter 4, Appendix 1	
Week Feb 2			
Mon, Feb 2	Focus Groups	Morrison Chapter 6	
Wed, Feb 4	Focus groups		
Fri, Feb 6	Ethics	Jugenheimer Chapter 37	
Week Feb 9			
Mon, Feb 9	Ethics	TCU Ethics Certification	TCU Ethics Certification
Wed, Feb 11	Exam		Exam 1
Fri, Feb 13	Ethnography	Morrison Chapter 3	
Week Feb 16			
Mon, Feb 16	Ethnography	"Every Move You Make" by Linda Tischler (2007) and Arnould and Price (2006), "Market-Oriented Ethnography Revisited"	
Wed, Feb 18	Proposal Presentations		Research Proposal
Fri, Feb 20	Proposal Presentations		
Week Feb 23			
Mon, Feb 23	Projective Techniques	Morrison Chapter 5	
Wed, Feb 25	Projective Techniques		
Fri, Feb 27	STCO Career Day		
Week March 2			
Mon, March 2	Qualitative Data Analysis	Jugenheimer Chapter 15	
Wed, March 4	TBA		
Fri, March 6	TBA		
Week March 16			
Mon, March 16	Measurement	Jugenheimer Chapter 4, 18	
Wed, March 18	Writing Survey Questions	Jugenheimer Chapter 19	
Fri, March 20	Writing Survey Questions	Jugenheimer Chapter 21	
Week March 23			
Mon, March 23	Surveys and polls	Jugenheimer, Chapter 16	
Wed, March 25	Exam		Exam 2
Fri, March 27	Sampling	Jugenheimer Chapter 17	
Week March 30			
Mon, March 30	Sampling		Qualitative project

Wed, April 1	Causation and Correlation	Jugenheimer Chapter 24	
Fri, April 3	No class: Good Friday Holiday		
Week April 6			
Mon, April 6	Experimental Design	Jugenheimer Chapter 25	
Wed, April 8	Experimental Design	Jugenheimer Chpater 27	
Fri, April 10	Content Analysis	E-reserves "Stacks: Content Analysis, Chapter 6"	
Week April 13			
Mon, April 13	Content Analysis	Eisenmann, M., O'Neil, J., & Geddes. D. (2014). "Testing the Validity, Reliability, and Best Practices Related to Standards for Traditional Media"	
Wed, April 15	Statistics	Jugenheimer Chapter 32	
Fri, April 17	Statistics	Jugenheimer Chapter 33	
Week April 20			
Mon, April 20	Metrics	Weiner et al. (2010). "Isolating the Effects of Media-Based Public Relations on Sales: Optimization Through Marketing Mix Modeling"	
Wed, April 22	Metrics	TBA	
Fri, April 24	Group Work Day		
Week April 27			
Mon, April 27	Presentations		Quantitative Project
Wed, April 29	Presentations		

Final Exam: Friday, May 8, 8:00-10:30

Final Exam for Graduating Seniors: Friday, May 1, 9:00-11:20