

AD300 AD+PR Research

Spring 2022-2
Professor Cliff Shaluta

COURSE BRIEF

Course Description

AD+PR Research prepares students to perform and supervise preliminary research in advertising and public relations environments. Course topics include consumer analysis, attitude measurement, creative testing, media tracking, online research and evaluation of externally supplied research.



Rationale

Today's digital world captures data with every interaction. Consider that Google processes about 4.5 million searches every second or 6.4 billion searches per day. Each one of those searches says something about the user. Maybe the Google user is planning a wedding and searching for a florist. That's valuable research for Google to sell ad space and for florists wanting to reach customers ready to buy flowers. But, AD+PR researchers often need to know the "why" of a purchase. Creating desire requires much more than simply reporting through web analytics. It requires an understanding of human behavior.

Professor

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Online Office Hours SP22

Email/Text anytime

PH Support: 8:00-5:00 pm M-SAT. Leave a message.

Other times on campus or Zoom

AD300 Learning Objectives

After completing this course, you should be able to:

- *Better understand consumer behavior by learning about relevant psychological and sociological theories;*
- *Identify how those theories can be used to develop AD+PR strategies;*
- *Become familiar with online behavioral research and digital tracking tools and;*
- *Apply theories to real-world situations.*

Methodology

This course incorporates a variety of learning tools to maximize your online experience. While we'll be using Blackboard for announcements, additional content, and grades, the bulk of the course will be available using a new online learning platform from StuKent. More than etextbooks, StuKent provides bite-sized content supported with videos, links, exercises and quizzes. Given the potential communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I want this course to be both a challenging and pleasant experience for you. I'm here to help.

How does this class really work?

Think of Blackboard as a shell. Inside that shell is Stukent. **The course syllabus, latest news, weekly planners, grades, and your final exam will be available in Blackboard as normal. But, your day-to-day interactions with the course material and chapter quizzes will be in Stukent.**

Course Prerequisites

AD300 requires AD 240 with a minimum grade of C, or COMM 200 with a minimum grade of C, or PR 255 with a minimum grade of C and (MATH 109 or MATH 115 or MATH 116 or MATH 117). Please see your Advisor with any questions.

Books & Other Requirements

You'll need Blackboard and paid access to the materials on the **StuKent learning platform**. AD+PR Research requires (1) StuKent resource. Consumer Behavior by Radhika Duggal will be our primary resource.

You can purchase the access code directly from Stukent using the link below or through the WKU Bookstore. Keep in mind that your access code gives you "lifetime access" to this material, which is regularly updated.

AD300 AD+PR RESEARCH - CRN 40911 - SP22

<https://home.stukent.com/join/097-445>

Expectations

Given the likely communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I want this course to be a challenging, yet pleasant experience for you.

COURSE OUTLINE

PART 1: BASICS OF HUMAN BEHAVIOR

WEEKS	TOPIC	COURSE WORK	READING
1/18 T	Course Introduction	• Activate Your Stukent Account	Syllabus
1/19 WF	The World of Big Data	• BB Notes	CH. 1
1/24	CH. 1: Introduction to Consumer Behavior	• CH.1 Quiz due Sunday, 1/30	CH. 2
1/31	CH. 2: Needs, Motivations, and Goals	• CH. 2 Quiz due Sunday, 2/6	CH. 3 & 4
2/7	CH. 3: Consumer Perception CH. 4: Consumer Learning	• CH. 3 & 4 Q's due Sunday, 2/13 • 1 st Lab Experiment	CH. 5 & 6 Due 2/20
2/14	CH 5: Consumer Personalities CH 6: Attitude Formation & Change	• CH. 5 & 6 Q's due Sun. 2/20 • 1 st Lab Experiment	CH. 7 & 8 Due 2/20
2/21	CH. 7: Individual Decision Making CH. 8 Reference Groups & WOM	• CH. 7 & 8 Q's due Sunday, 2/27	CH. 9

2/28	CH. 9: Persuading Consumers	• CH. 9 Quiz due Sunday, 3/6 • VALS	CH. 10 & 11
3/7	CH. 10: Influencing the Buying Process CH. 11: Creating Brand Loyalty	• CH. 10 & 11 Q's due Sun., 3/13 • Review CH. 10 Expert Session	CH. 12 & 13
3/14	SPRING BREAK		
3/21	CH. 12: Driving Innovation CH. 13: Cross-Cultural Variations	• CH. 12 & 13 Q's due Sun., 3/27 • Demand Landscape	CH. 14

PART 2: ONLINE RESEARCH & DATA ANALYTICS

CLASS	TOPIC	COURSE WORK	READING
3/28	CH. 14: Impact of Technology	• CH 14 Quiz due Sunday, 4/3	BB Notes
4/4	Consumer Database Research Vision Board Insights	MediaMark Research • 2 nd Lab Experiment	BB Notes Due 4/24
4/11	Social Media Listening	Using VB for Consumer Personas	BB Notes
4/18	CH 15: The Regulatory Environment	• CH 15 Quiz due Sun., 4/24 • 2 nd Lab Experiment	BB Notes Due 4/24
4/25	Consumer Personas	Blackboard Notes	
5/2 M	FINAL QUIZ DUE BY EOD MONDAY	FINAL QUIZ IN BLACKBOARD	

Textbook: Consumer Behavior

NG – Not Graded

GRADING

15 Stukent In-Text Quizzes: 100 pts X (avg. of your 15 quiz scores) = your points

2 Research Lab Experiments: 50 pts.

Exercises or Forum Posts: 25 pts.

Final Quiz: 25 pts.

200/Total Possible Points***Grade Scale:**

91 – 100% = A

81 – 90% = B

71 – 80% = C

61 – 70% = D

**Student quizzes are due by end-of-day on Sunday's. Be sure to manage your time effectively. Unless otherwise negotiated, late work will result in penalty points.*

Cultural Diversity

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In AD+PR Research, you will have the opportunity to express and experience cultural diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition, assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

University Plagiarism Policy

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

From the Office of Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

Special COVID Statement

All students are strongly encouraged to get the COVID-19 vaccine. Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in Kentucky, the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](mailto:SARC@wku.edu)): [270-745-5004](tel:270-745-5004) (voice), [270-745-3030](tel:270-745-3030) (TTY), or [270-288-0597](tel:270-288-0597) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill