CMMN A326: Research in Advertising and Public Relations

Fall 2018

Jeffrey Ory, Instructor
Phone/text: 504-458-5866
jeffrey@jeffreyory.com
Meetings and office hours upon request

Course credit, 2 hours
9:30 am, MWF, room 305, CMMN/Music Bldg.

COURSE DESCRIPTION

Introduction to applied quantitative/qualitative research methods in advertising/public relations campaign development, management, and evaluation.

PREREQUISITES

CMMN A316 or CMMN A310

SUGGESTED TEXTS


Other readings provided in class.
COURSE OBJECTIVES

When you complete the course, you should be able to:

• Understand the role of research in the advertising and public relations process to solve the real-world problems of their organizations.
• Collect relevant information relating to organizations, issues, and key publics using both primary and secondary research methods.
• Use information gathered from your research to develop a comprehensive, strategic, and creative public relations and advertising campaign.
• Select communication strategies and tactics that fit organizational needs and objective within an ethical framework.
• Develop outcome measures that enable you to evaluate the effectiveness of your proposed advertising and public relations activities.
• Understand the importance of ethics, social responsibility and fair play in advertising and public relations.

EXPECTED STUDENT LEARNING OUTCOMES

• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
• Understand concepts and apply theories in the use and presentation of images and information
• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
• Think critically, creatively and independently
• Conduct research and evaluate information by methods appropriate to the communications professions in which they work
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
• Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
• Apply basic numerical and statistical concepts
• Apply tools and technologies appropriate for the communications professions in which they work

GRADING

You may earn up to 800 points this semester:
• Mid Term & Final Exam (100 points each) 200 points
• Professional interview 100 points
• Group presentation/project 100 points
• Group assignments (40 points each) 180 points
• In-class “pop” quizzes (25 points each) 100 points
• Individual assignments (20 points each) 80 points
• Class participation 20 points
• Peer evaluation 20 points

TOTAL POINTS 800 points

GRADING SCALE

A: 93-100  
A-: 90-92  
B+: 87-89  
B: 83-86  
B-: 82-78  
C+: 77-79  
C: 73-76  
C-: 70-72  
D+: 67-69  
D: 65-68  
F: Below 65

ATTENDANCE POLICY

Attendance is MANDATORY
Attendance will be taken at the start of every class.

Three absences will result in a deduction of one full letter grade. Six absences will result in failure of the course. Three tardies equal one absence. If you come in after I call roll, it is your responsibility to let me know you attended class so that you are not marked absent. Medical and excused absences must be communicated in advance of the start of class.

OTHER POLICIES

• Assignments are due at the start of class (MWF, 9:30 am) unless otherwise noted or directed. LATE WORK is penalized by a letter grade for every day it is late. The first penalty is incurred if an assignment is not submitted in class. An assignment three days late will be marked as a fail/zero points.

• At times, ordinary university operations are interrupted as a result of tropical storms, hurricanes, or other emergencies that require evacuation or suspension of on-campus activities. To prepare for such emergencies, all students will do the following during the first week of classes:

1. Practice signing on for each course through Blackboard.
2. Provide regular and alternative e-mail address and phone contact information to each instructor. In the event of an interruption to our course due to the result of an emergency requiring an evacuation or suspension of campus activities, students will:
   - Pack textbooks, assignments, syllabi and any other needed materials for each course and bring during an evacuation/suspension.
   - Keep up with course work during the evacuation/ suspension as specified on course syllabi and on-line Blackboard courses.
   - Complete any reading and/or writing assignments given by professors before emergency began.

3. Assuming a power source is available, log on to university website within 48 hours of an evacuation/suspension.

4. Monitor the main university site (www.loyno.edu) for general information.

5. Logon to each course through Blackboard or e-mail within 48 hours of an evacuation/suspension to receive further information regarding contacting course instructors for assignments, etc.

6. Complete Blackboard and/or other online assignments posted by professors (students are required to turn in assignments on time during the evacuation/suspension period and once the university campus has reopened.)

7. Contact professors during an evacuation/ suspension (or as soon as classes resume on campus) to explain any emergency circumstances that may have prevented them from completing expected work.

8. Further information about student responsibilities in emergencies is available on the Academic Affairs web site: http://academicaffairs.loyno.edu/students-emergency-responsibilities

- If you have a disability and wish to receive accommodations, please contact Disability Services at 504-865-2990, ods@loyno.edu, or visit the Office of Disability Services in Marquette Hall 112. Please note that before any accommodations can be implemented, you must obtain an official Course Accommodation Record from Disability Services for my signature.

- Academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, and plagiarism will not be tolerated. “Plagiarism is making use of words, ideas, or any information from a source other than your own knowledge and experience without giving proper credit to the source. Not giving credit to borrowed material is plagiarism. Examples of actions that constitute plagiarism are:
  - Downloading a paper from the Web, whether from a Web page or a paper writing service.
  - Copying and pasting phrases, sentences, or paragraphs from someone else’s work without showing the material as quoted and without proper citation.
  - Paraphrasing or summarizing someone else’s words or ideas without proper citation.
  - Using a graph, table, picture, or design from a source without proper citation.
  - Getting someone else to write a paper for you or using one from another student.

- All assignments must be typed neatly. Handwritten assignments and emailed assignments will not be accepted.
• Public relations and advertising are fields that demand attention to detail and highly developed writing skills. Grammar, spelling and punctuation must be accurate and reflect professional standards. You will lose points for spelling, punctuation, and grammatical errors. Misspelled proper nouns, fragments, and comma splices are examples of major errors that will cost you a letter grade per major error. Follow AP Style, unless otherwise specified. Failure to use AP Style will result in a lower grade. AP Stylebooks are available in the bookstore.

• Electronic communication. You are required to check your loyno email daily for course information or updates. Your email communication to me must be professional and appropriate. For best response, your subject line should include CMMNA316 and be clear and unambiguous. You should expect a reply within 24 hours; however, if you do not receive one, please send a reminder and/or follow up with a phone call. Assignments are not accepted by e-mail unless permission is obtained before the deadline or it is requested of the instructor. If you send me an email after 3 p.m. on a weekday, you should not expect a response before noon the following day.

• If you know you are going to be absent the day an assignment is due, turn it in ahead of time. Absence is not an excuse for late work. If, for some unavoidable reason, you cannot make the class or the assignment, contact me immediately. This means prior to the start of class.

• You are required to turn off all cell phones and pagers when you enter the classroom. Laptop use is acceptable during class, but messaging and texting is prohibited during class. If noticed or identified, it will impact your class participation grade. Discourteous classroom behavior such as passing notes and talking other than class discussion is unacceptable.

• Guest speakers will join us throughout the semester to share professional insights. They deserve your courtesy and full attention. You are expected to attend, be an active listener, and take notes. Your active participation in classes with speakers is important and part of your class participation grade. Remember that guest speakers are potential employers. Many of them give up billable time to speak to our class.

• From time to time, bonus opportunities may arise. Bonus points will be added to all other assignment points and totaled at the end of the semester. BONUS ASSIGNMENTS WILL NOT BE ACCEPTED AFTER THE DEADLINE FOR ANY REASON.

• Instructor has the right to change the syllabus, assignments and lecture schedule throughout the semester as needed.
Interview a marketing/communication practitioner (NOT one that has or is scheduled to speak to our class) and write an account of that interview. The person you interview must be engaged in the practice of marketing, advertising or public relations in some fashion and should be someone you want to connect with professionally.

You should set up the interview for a face-to-face discussion, rather than online. Keep in mind that professionals are very busy and often have last-minute responsibilities; do NOT wait to do this the day before the interview paper is due.

You must sign up and have your practitioner approved. If you need assistance in finding a practitioner to interview, DO NOT WAIT until the deadline for approval to ask for helping in finding someone to talk with. If your practitioner is not approved by the approval deadline, you will receive a 5-point deduction for each day it is late. If your practitioner is not approved by the paper’s deadline, you will receive zero points for this assignment.

Choice of practitioner is on a first come, first served basis. No practitioner can be interview by more than one students in the current class.

The final paper must apply information learned in class and present appropriate information about the practitioner. There is no maximum length, but your paper should run 2,000-3,000 words.

DO NOT write in Q&A format. The paper should show evidence you’ve done in-depth research on the practitioner before the interview and evidence of your understanding of strategic planning in asking appropriate questions and making this assignment relevant to your study of public relations and how research is conducted in the industry. It should show creativity and professionalism in the questions and writing. Ask the practitioner anything you feel will give you a better idea of what he or she does, but review the following list for suggestions. Do not limit yourself to these questions.

YOU MUST DISCUSS
• specialty area of advertising, marketing or public relations
• job title
• major responsibilities
• educational background
• professional background (previous jobs, internships)

YOU SHOULD DISCUSS
• what do you think research can do to help a project/campaign be successful?
• what research tools do you work with normally for campaigns/projects?
• how do you use research in your everyday job/primary vs secondary research?
• who does the research for you? use an outside source? why/why not?
• greatest challenge that you used research to overcome/what research was used and how?
• greatest public relations achievement using research
• advice for a communication major regarding research
• recommended reading
• one thing you wished you’d known about communication research when you graduated from college and/or started your career
Deadline for approval of interview subject – Start of class (9:30 am) on Monday, September 17

Report of interview with public relations practitioner – Start of class (9:30 am) on Friday, November 16

GROUP PRESENTATION/PROJECTS

Because public relations most often is based on teamwork, some of the assignments in this course will be group based. You will be assigned to a group (an agency); your group will work together on designated group assignments. At the conclusion of the semester, you will evaluate your fellow group members on the collaborative work you’ve done during the semester.

You will be required to implement a survey and one focus group with your group as part of the semester’s group project. More details will be provided throughout the semester.

Your group presentation (Dec 3-7) will be discussed throughout the semester and guidelines provided. This 20-minute presentation will be a summary of your research work and analysis of such for the client provided during the semester.

You do not have to present a written paper with this assignment; only slides are required. You will be graded on the content and quality of your presentation, including your slides.

In addition to your slides, you can present information using any other method (handouts, overheads, posters, skits). It is your responsibility to ensure that whatever equipment, props or other materials you need for your presentation is available, ready and working.

You should anticipate answering questions at the conclusion of the presentation. Points will be deducted from your grade for going over or under the time limit. Feel free to be creative; however, be professional, stay on topic and finish within the designated time.

Skits and other “entertainment” style presentations may be included if done professionally. ALL members of the agency must participate in the presentation.

Peer Evaluations – At the conclusion of the semester, each group member will complete a peer evaluation report, which includes an individual review of each member’s performance in group work over the course of the semester.