

SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
School of Communication Arts
FACULTY OF INFORMATION ARTS AND TECHNOLOGY

Weekly Schedule / Course Syllabus

Program: Creative Advertising (CAB)
Course Code: CAB 290
Course Title: Advertising Campaign Research

Instructor: Janet Symmons
Updated: April 9, 2007

Student/faculty consultation outside classroom hours:

Office hours are: Tuesdays: 9 to 9:40
Thursdays: 10:45 to 1:25 (May and June only)
Fridays: 11:40 to 12:30

Office Location: SCA, room 2080 D

Email: XXXXX

Breakdown of marks for final research papers.

Part One - 20% of Final Mark

- 1. Problem Statement**
- 2. Research Objectives**
- 3. Advertising Objectives**

Part Two - 20 % of Final Mark

- 4. Can you identify your publics?**
- 5. What are their demographics?**
- 6. What are their psychographics?**

Part Three - 20 % of Final Mark

- 7. What is the history of the subject matter that you have pursued?**
- 8. How will you use this information that you have gathered to meet your advertising challenges?**
- 9. What is your research design?**
- 10. What potential bias is inherent in your research?**

Part Four - 20% of Final Mark

- 11. Focus Group Questions**
- 12. Analysis of your focus group presentation**
- 13. Quantitative Survey Questionnaire**
- 14. Secondary Research Plan**

Part Five - 20% of Final Mark

- 15. Brainstorming and Class Participation**

**Lecture / Topic: Introduction and Subject Objectives and Outcomes.
Asking Questions**

Discussion of Course Outline.
 Examination of research papers prepared by other CAB Students.
 The concept of modeling scientific enquiry. Asking Questions.
 How do you formulate your hypothesis?
 How do you write a problem statement?
 Exploring research that has recently appeared in the media.

**Library Session: How Creative Advertising Students Can Use the Library at Seneca College?
Understanding APA style.**

Your Assignment: You will form groups of three or four depending on class size. Each group will look at a variety of problem statements and in the end will chose one.

All assignments will be written both electronically and in hard copy. Students will present all their assignments weekly. Please include the names of all participants on each presentation.

Assignment:	Part One
Weight:	20%
Deadline:	June 1, 2007

Assignment:	Part Five
Weight:	20%
Deadline:	On all weeks throughout the course.

Lecture / Topic: The Problem Statement

Present your problem statement and get ready to be challenged.
 How do you define the question and the information needed?
 Your peers will judge you. Are your ideas workable? Are they specific? Do they clearly target a public? Can this research be done? Has it been done before? Do you really care about this research and, more to the point, does the world?
 This class is really about thinking and presenting your ideas on your feet.
 Explain your reasoning through the perspective of the needs, demands, opportunities, threats and limitations of advertising.

Due: Problem Statement Presentation In-Class

Lecture / Topic: The Problem with Problem Statements

This class is a continuation of last the class. We continue to work out the issues of problem statements, get rid of the kinks, and make sure that they really

represent the problems that you want to explore.
How advertising can use this information?
We will discuss your advertising objectives and how you achieve them.

Lecture / Topic: Choosing the Research Design
Making the observations. Looking at types of research.
What are the differences between quantitative and qualitative research?
What is primary and secondary research?
When do you use surveys? How do you write a quantitative survey?
When do they work best? Hard versus soft information.
What are field research experiments?
Content analysis.
Observation. Focus Groups
Face-to-face interviews. Telephone Interviews
Depth Interviews. Intercept interviews.
Why do we need this information?

Selecting the design option.
Using Media research and where to get it.
What is the behavior of your public?
What is the "snap shot" or "freeze frame" of your current knowledge?
What are experimental design options?
What is gorilla advertising?

Week 4

June 1, 2007

Due: Part 1
Team Presentations: Students will be presenting their research design.
Justify your choices.
What is primary and what is secondary and why?
How will this design satisfy your advertising needs?

Lecture / Topic: Can You Identify Your Publics?
What are their demographics?
What are their psychographics?
This will appear in chart-form in your paper.

Assignment:	Part Two
Weight:	20%
Deadline:	June 15, 2007

Week 5

June 8, 2007

Students will present a discussion of their Publics

Week 6

June 15, 2007

Due: Part 2

Students will present their Psychographics and Demographics.

Assignment:	Part Three
Weight:	20%
Deadline:	July 6, 2007

The History of Your Subject Matter.

This section begins with a snap-shot of what is happening right now. How far back do you go? Present this with a time-line. Remember, you are creative advertisers. This portion is about how creative you can be.

Lecture / Topic: Bias

Students will present their research design.

Week 7

June 22, 2007

Due: Part 3

Student Presentation: The History Section
How can advertising use this?
What is your potential bias in this area?

Lecture / Topic: The Focus Group

How does it work?
What are the problems and what are the opportunities?
Knowing how to operate a meaningful focus group is essential to gathering information about a chosen public.

Each group will prepare 10 focus group questions around an advertising problem that needs to be solved. Your questions will be exploratory and are to be used to solve an advertising problem. You will have to draw conclusions about your advertising product and its effectiveness. You are searching for answers that will tell you how people feel around this issue and how your advertising agency can best utilize this information to achieve their organizational goals.

Assignment:	Part Four
Weight:	20%
Deadline:	July 13, 2007

Study
Week

June 29, 2007

Week 8

July 6, 2007

Each group will present their focus questions. They will select appropriate students who will serve as their subjects. Ask yourself, how is the right subject connected to your focus group? You will choose the appropriate moderator. How effective were the skills of the moderators? How effective were the questions?

Due: **Focus Group Questions**
These focus group questions will appear in the main body of your paper.

Week 9

July 13, 2007

Each group will present their focus questions. They will select appropriate students who will serve as their subjects. Ask yourself, how is the right subject connected to your focus group? You will choose the appropriate moderator. How effective were the skills of the moderators? How effective were the questions?

Due: **Focus Group Questions**
The analysis of the focus group will appear in the main body of your paper.
The transcription of your focus group will appear as an appendix.

Week 10

July 20, 2007

Students will select the secondary research that most highlights their own. This will appear in their paper as an appendix. This appendix is not to be longer than 15 pages.

Due: **Students will prepare a brief presentation, no longer than 3 or 4 minutes in length of this secondary data to be presented in the next class.**

Week 11

July 27, 2007

Each group will present their secondary data research.

Lecture / Topic: **Writing a quantitative survey**

Due: **Students will present their secondary research.**

Each group will present their quantitative survey.

Week 12

August 3, 2007

Wrap-Up of Course

Research Papers are Due

Marking Structure

Part One	20% of Final Mark
Part Two	20% of Final Mark
Part Three	20% of Final Mark
Part Four	20% of Final Mark
Part Five	20% of Final Mark

TOTAL **100%**

TEXTS & MATERIALS

Resource Texts:

Broom, G.M., & Dozier, D.M. (1990). *Using research in public relations: Applications to program management*. Englewood Cliffs, NJ: Prentice-Hall.

Davis, J.J. (1997). *Advertising research: Theory and practice*. Upper Saddle River, NJ: Prentice-Hall

Gray, G., & Guppy, N. (1999). *Successful surveys: Research methods and practice (2nd ed.)*. Harcourt Brace Canada.

Approved by: _____

Melanie Macnab
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