

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: CAB290
Course Title: Advertising Campaign Research

Instructors: Janet Symmons & David Eames
Updated: April 19, 2010

Student/faculty consultation outside classroom hours:

Janet's office hours from May 10 to June 22 are:

Monday: 9:15 – 9:45
Tuesday: 11:45 – 12:30

Office Location: Room 2080 D
Email: XXXXX

David's office hours from July 5 to August 17 are:

Monday: 12:30 – 1:30
Tuesday: 11:30 – 12:30

Office Location: Room 1067
Email: XXXXX

Your research papers will be based on the following breakdown.

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 and what potential bias is inherent in it?**

Part Four - 20% of Final Mark

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

Part Five - 20% of Final Mark
Class Participation and Attendance at Library Presentations

Week 1

May 10, 2010

**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.
How do you formulate an 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?

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 choose one.

All assignments will be written in hard copy and electronically and will be presented each week with the names of all participants.

Assignment:	Part One
Weight:	20%
Deadline:	June 2, 2009

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

Week 2

May 17, 2010

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

Week 3

May 24, 2010

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?

Lecture / Topic: The next two assignments, Research Objectives and Advertising Objectives will be discussed. Examples from previous research papers will be presented in class.

We will discuss both of these assignments and how you can fulfill the objectives of this course. How do you justify your decisions and why? Remember, it is all about the verbs.

Presentations: Your completed Problem Statements.

Week 4

May 31, 2010

**Lecture / Topic: Can You Identify Your Publics?
What are their demographics?
What are their psychographics?**

What is the behavior of your public?
What is the "snap shot" or "freeze frame" of your current knowledge?

Lecture / Topic: Team Presentations: Students will be presenting their research and advertising objectives.
Justify your choices.

Due: Research and Advertising Objectives

Assignment:	Part Two
Weight:	20%
Deadline:	June 16, 2009

Week 5

June 7, 2010

Lecture / Topic: Team Presentations

In your groups of three you will present your publics and examine them from a demographic and psychographic perspective. This will be done in chart form. We will discuss the analysis of your publics and how this understanding helps to formulate strong creative advertising objectives.

Lecture / Topic: The History of Your Subject Matter
How far back do you go?
How do you present this information?
Remember, you are creative advertisers. This portion is about how creative you can be.

Week 6

June 14, 2010

Presentation: History Section
How will creative advertising potentially use this information? How will it inform business side decisions? How will it inform creative side?

Due: **The Publics / Psychographics / Demographics**

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.
Face-to-face interviews. Telephone Interviews
Depth Interviews. Intercept interviews.
Focus Groups.
What is primary and what is secondary and why?
Using Media research and where to get it.

How will this design satisfy your advertising needs?
Which of the above will you choose for your paper and why?
Why do we need this information?

Students will select and compose a research the design option that best suits the needs of their paper.

Each student will also write a section about their personal potential bias in their research.

This appears in the main body of the paper after the Research Design.

Assignment:	Part Three
Weight:	20%
Deadline:	June 23, 2009

Week 7

June 21, 2010

Lecture / Topic:

Student Presentation: The History Section
How can advertising use this?
What is your potential bias in this area?
What is the research design of your paper?

Due: History Section / Bias / Research Design

Your Assignment: 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:	August 4, 2009

Study
Week

June 28, 2010

NO CLASS

Week 8

July 5, 2010

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 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?

Remember this is a classroom experience. You may have to adjust your questions to the limitations that brings.

Due: Focus Group Questions

Week 9

July 12, 2010

Lecture / Topic: The Focus Group
This is a continuation of last week's work.

Week 10

July 19, 2010

Lecture / Topic: The Focus Group
This is a continuation of last week's work.

Week 11

July 26, 2010

Lecture / Topic: How to Write a Quantitative Survey
Formulating the right questions for the right problem.

Due: Analysis of the Focus Group and Transcription of Focus Group

Focus Group Questions appear in the main body of the paper.

Analysis of focus groups appears in the main body of the paper.

Transcription of Focus Groups appear as Appendix A

Week 12

August 2, 2010 *

*** NOTE: This class falls on Simcoe Day and no classes are scheduled. Dave Eames will inform you in July of the date/time/locate for a make up class.**

Each group will present their questionnaires.

We will analyze the questions and ascertain their appropriateness for each survey.

Lecture / Topic: We will discuss secondary data and why it is important.
Where do you find it and how do you use it?

You will provide an example of secondary research which will appear in your paper as Appendix B. Please, no research that is longer than 15 pages.

You will analyze this secondary research. What kind of research was it, qualitative or quantitative? Please discuss the work done in this research. Also, how was it or was it not useful to your work.

How would you build on this research? Remember, research is all done on the shoulders of other research.

Due: Quantitative Survey Questionnaires

Each group will present their secondary data research.

Lecture / Topic: **Due:** Secondary Data Research

Part Four is due today. That includes the survey questions and your selection of secondary research as well as your analysis of that research.

Have you covered all the requirements of your final research paper? Each group will present their papers on the screen. Get ready for criticism.

Every group is given every opportunity to make these papers as creative as possible. What are your creative ideas?

Lecture /Topic: Review of Subject Outcomes and Evaluations

Week 13

August 9, 2010

Due: Final Research Paper

August 16, 2010

Marks will be available on Blackboard

Breakdown of Marks

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: Abbey-Livingston, D., & Abbey, D. (1982). *Enjoying research: A how-to-manual on needs assessment*. Toronto, ON: Ministry of Tourism and Recreation.

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: _____

Mark Jones
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