JOUR 460: Research Methods in Strategic Communication

Spring 16
Tuesday & Thursday, 1:00-2:15 p.m.
Stauffer-Flint Hall, Room 100

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Associate Professor
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Email: y.chen@ku.edu; Phone: 785.864.0613
Office hours: Tuesdays 2:30-4:00 p.m. and by appointment

Teaching Assistant: Doctoral student Hannah Kang
Email: hannahkang@ku.edu
Office hours: 1:00-2:00 on Mondays and 10:00-11:00 on Tuesdays.
(Please work with Hannah for make-up quizzes and exams.)

COURSE DESCRIPTIONS

The heart of this class is to learn how to think critically of a marketing challenge and to apply appropriate research methods to seek insightful solutions and formulate creative recommendations based on solid research findings. Specifically, students will conduct, analyze, and apply various research methods through secondary and primary sources to understand how to address strategic communication problems.

Using a mixture of lectures, discussions, flipped classroom activities, and team-based learning activities, this course will cover how to gather information from secondary sources, collect data from primary sources using both qualitative and quantitative research methods, basic statistics, data analysis, data interpretations, and, finally, ways to present data meaningfully in the format of written reports and visual presentations.

COURSE OBJECTIVES: WHAT WILL YOU LEARN?

• To describe the role of research in an organization’s marketing and strategic communication plans and executions
• To identify, gather useful information, and evaluate information credibility from secondary and primary sources
• To characterize the advantages and disadvantages of qualitative and quantitative research methods in the context of strategic communication campaigns on behalf of a client
• To apply both qualitative and qualitative research methods effectively to identify and propose recommendations to solve strategic communication problems
• To connect research findings to the strategic planning process
• To advance your skills in critical and creative thinking
• To understand professionalism and ethical issues in the context of strategic communication research
• To communicate research results clearly, concisely, and effectively in the format of written reports and visual presentations
• To provide proactive and constructive feedback through team collaborations and peer evaluations

COURSE STRUCTURE

Our class will be a mixture of lectures, flipped classroom activities, class discussions, and team-based learning activities. Unannounced quizzes will take place randomly throughout the semester. We will also discuss current marketing campaigns so that you will be prepared for your capstone course: Strategic Campaigns.

READINGS

One textbook is required: the 10th edition of “Marketing Research” by McDaniels and Gates. *(If you’d like to save some money, you could purchase the 9th edition. Note that you will not be able to sell your book back to the bookstore if you purchase an older edition.)*

We will also use “Blackboard,” KU’s courseware. Additional course materials and assignment guidelines will be posted on Blackboard.

Finally, you are strongly encouraged to follow professional marketing sources, trade publications, and businesses (e.g., Ad Age, AdWeek, PRDaily, the NY Times, etc.) on social media so that you stay up-to-date with what’s happening in the industry.

COMMUNICATIONS

The University of Kansas email account (@ku.edu) will be used as a primary vehicle for official communications including announcements of any changes in the course schedule or assignments.

Email is the best way to reach me out of scheduled office hours. **I will typically respond in 24-36 hours from Monday to Friday.** Use basic etiquette (e.g., appropriate salutation/title, signature) – I don’t want your email to get lost in my inbox, and it’s hard to answer your email if I don’t know who you are.

I do **not** answer grade-related questions via email. Instead, please come talk with me in-person. I’m always happy to meet with students in my office, so please feel free to visit office hours or contact me if you would like to make an appointment.
SOFTWARE SKILLS NEEDED

Although this course does not require you to be proficient in InDesign, Illustrator, Photoshop and other software skills, you may want to take advantage of the online tutorials and in-person workshops (free of charge) that J-School provides (http://www.jourtech.dept.ku.edu/).

COURSE REQUIREMENTS & ASSIGNMENTS

This table provides the relative proportion of each component to the overall grade. Details of each assignment and how to submit the assignment (hard copies or electronic submissions; general formats) will be distributed in class or online. Please note: the point values may be subject to revision during the course.

<table>
<thead>
<tr>
<th>Individual Efforts (50%)</th>
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<tbody>
<tr>
<td>Research participant Pool— Study 1: Participate in one study (mandatory) 10 points</td>
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<tr>
<td>Research Participant Pool— Study 2: Participate in the second study (extra credit) 10 points (extra credit)</td>
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<tr>
<td>Attendance/in-class exercises/quizzes 40 points</td>
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<tr>
<td>Exam I 100 points</td>
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<td>Exam II 100 points</td>
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<td>Exam III 100 points</td>
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<tr>
<td>TBL activity: Portion of the individual secondary research outline 50 points</td>
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<td>TBL activity: Portion of the individual focus group moderator guide 50 points</td>
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<th>Group Efforts (50%)</th>
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<tr>
<td>Assignment I-Secondary research (90 points) + TBL activity-group portion 100 points</td>
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<tr>
<td>Assignment II-Focus group research (90 points) + TBL activity-group portion (10 points) 100 points</td>
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<tr>
<td>Assignment III-Preliminary findings report 50 points</td>
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<tr>
<td>Final research report (Edited secondary research+ edited focus group research + final survey report) 200 points</td>
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<td>Subtotal 900 points</td>
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<table>
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<tr>
<th>Evaluations</th>
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<tr>
<td>3 peer evaluations 0-100%</td>
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Final grade = Individual efforts + (Group efforts x the average % of your received peer evaluations)

- TBL= Team-based learning

RESEARCH PARTICIPANT POOL

This course is part of the research participant pool for the School of Journalism and Mass Communications, which means that you are expected to participate in research studies in our field as part of your overall grade. Researchers will contact you directly during the semester with specific
details about their study. If you do not wish to participate in a study, you will have the option to write a summary of a peer-reviewed research article instead (please see guidelines on Blackboard). If you do not wish to participate in any study, you will have to write three research summaries in order to obtain full credit. Please note that you are each responsible for either participating in the studies or writing the research summaries. The latter are due to the researchers by Friday April 29, 5:00 p.m. Deadlines to participate in the studies will be set by the researchers.

- You are each expected to take part in one study this semester (mandatory), worth 10 points of your final grade.
- You also will be encouraged to participate in another study, worth 10 extra credit points of your final grade.
- Researchers will contact you directly during the semester with specific details about their study.
- More information about the current research available to you will be made on Blackboard.

GRADING SCALE

A: 830-900; A-: 800-829; B+: 780-799; B: 740-779; B-: 720-739; C+: 700-719; C: 660-699; C-: 640-659; D+: 620-639; D: 580-619; D-: 560-579; F: 0-599

It is not my practice to round-up grades except in specific circumstances where special conditions exist that warrant such an action. Keep in mind that your final grade will depend upon your peer evaluations as well. The bottom line: I will do everything in my power to ensure that the final grade in this course accurately and fairly reflects the grade that is earned.

Unless otherwise noted, all assignments are due on the designated date/time. Grades on individual and group assignments will be reduced 10% of your grade for each day they are late. All assignments will be graded for spelling, grammar and clarity.

WRITTEN ASSIGNMENT GUIDELINES & SUBMISSION

I only accept assignments that have been carefully formatted and proofread. Professional quality is expected; therefore, multiple revisions are essential. If Hemingway could write 47 endings for his masterpiece, A Farewell to Arms, well, we (who are not Nobel and Pulitzer prize winners) don’t really have any excuse for not re-writing and editing to get it right.

You must ensure that pages are numbered, text is double-spaced (unless otherwise noted by assignment guidelines), paragraphs are indented, all four margins must be at least one inch, text must be in a standard font. Font size must be 12-point. Spelling should be checked. Grammar should be correct, so agreement, possessives, etc., should all be accurate. Sentences should be clear and understandable. You should include a title page, and it should include your name, the paper title, and other necessary identifying information.

Unless otherwise noted, all assignments will be submitted electronically to Blackboard.
The following quote from Ursula K. LeGuin should be taken to heart:

"Ignorance of English vocabulary and grammar is a considerable liability to a writer of English. The best cure for it is, I believe, reading. People who learned to talk at two or so and have been practicing talking ever since feel with some justification that they know their language; but what they know is their spoken language, and if they read little, or read schlock, and haven’t written much, their writing is going to be pretty much what their talking was when they were two.” —Ursula K. LeGuin

JOUR460 COURSE POLICIES

Your Responsibilities

You are responsible for the class materials and announcements even if you do not attend class. Please do not email me and ask whether you’ve missed anything important today. Please get lecture notes from your fellow students if you are absent.

Also, please check your ku.edu e-mail on a daily basis. I reserve the right to modify this syllabus. Any changes will be announced in class and/or on our Blackboard site and become official.

Class Attendance

All students are expected to attend each class session and participate fully; this implies that all assigned readings should be completed in advance.

I will randomly take attendance a few times during the semester. How many times you are present (excluding excused absences) will determine your attendance/participation grade. Attendance could be taken in the form of a quiz. Also, I may choose to award participation points for your significant contribution to in-class discussions or faithful attendance.

Absences

Please clear absences (especially for an exam) in advance with the professor (except for medical emergencies) in writing in the form of a memo (e-mail or a hard copy). Excused absences (especially for exams) will be granted only under highly unusual circumstances, such as documented medical emergencies, death of an immediate family member and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do not qualify. Official documents will be required and may be kept by the professor for a certain period of time. In addition, if any of the crucial days this semester (e.g., an exam) is a religious holiday for you and you are not able to attend class, please notify the professor in writing by the end of the third week of this semester. Otherwise your request will not be honored.
Late Work

Each individual and group assignment has a deadline. You are responsible for completing assignments by their deadlines. **Late assignments, unless barring significant intervening circumstances, will be deducted 10% of your grade each day the assignments are late.** If you do not plan to be on campus the day an assignment is due, please submit it in early. If you mail or ask someone else to deliver an assignment, you are still responsible if it does not arrive on time.

Feedback on Your Drafts

I will be happy to discuss/review your assignments with you before they are due. This, however, does not mean that your revision will necessary score better. If you choose not to do so, and receive a grade you do not like, you cannot use excuses such as “I didn’t know what you expected” and try to argue for a higher grade later.

Laptop & Cell Phone Policy

**This class prohibits the use of laptop and cell phone, unless it’s requested by the instructor for learning purposes.** I’ve found the use of technology during class (e.g., checking your social media updates, shopping, checking wedding photos) is a sign of being disrespectful to the instructor and classmates. All mobile devices, gadgets, etc., including phones, iPods, iPads, etc. must be SILENCED and STORED during all class periods.

Using technology also interferes your learning and contribution in class. Handing writing, according to new scientific evidence, allows you to read more quickly and to remain better at retaining information and generating new ideas. For more details, see the NY Times article on “What’s Lost as Handwriting Fades” (http://nyti.ms/1jMXVhe).

Research Etiquette

I wish to evaluate you on the basis of your knowledge and understanding, not someone else’s. That being said, I strongly object to the use of online encyclopedias as documentation for research papers. In particular, online encyclopedias are generally not acceptable sources for work in this course.

I appreciate research that refers to a variety of books (from reputable publishers, of course), academic journals, periodicals, and research and policy reports. Many useful items can be obtained through the internet, but I urge you to exercise caution in selecting sources that are reputable and sound. If you have any questions, please ask in advance.

Grading

A grade of A is reserved for outstanding achievement; B for above-average performance; C for average achievement; D for below-average work that is passing; and F for unsatisfactory performance. This means you will have to work very hard to get an A.
Grade Change

A change in grade is authorized only under unusual circumstances.

Extra Credit

Do not expect extra credit in this class. If there is any, it will be announced and available to every student in the class.

Make-up Quizzes and Exams

If you have an official excuse (e.g., serious illness, participation in official KU events or other emergencies – which do not include weddings, family gatherings or vacations – you will need official documents), a make-up quiz and exam can be arranged in advance.

An “I” (incomplete)

Incomplete will be given only under very unusual circumstances, such as medical emergencies. You will be required to produce credible documents.

Please refer to the student conduct codes and other KU publications for additional requirements and procedures, such as scholastic dishonesty. Basically, no cheating is allowed on exams, and all work must be your own and created specifically for this class, or you will fail this course. Severe cases of dishonesty or other student conduct issues will be referred to KU authorities.

Your enrollment in this class indicates that you understand and agree to abide by the requirements stated in this syllabus.

Reasonable accommodations will be provided for students with a documented disability. Please notify the instructor of accommodations needed for the course by the end of the third week of class. If you miss the notification deadline, your request will not be honored.

If you miss two out of the first three classes, you will likely be automatically dropped.

Final exam will not be given early. If you are not able to take it on the determined date/time, your final grade will be based on the first 2 exams.

KU Journalism School Policies

KU Journalism School Policies Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.
Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

**Plagiarism**

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

**Fabrication and Falsification**

Unauthorized alteration or invention of any information or citation in an academic exercise.

Here's some clarification:

If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).

Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past reports/assignments from previous classes/students and presenting them as your own falls into the category of plagiarism.

If you cut and paste something then add a source, that is not enough. You’d need to rewrite it in your own words unless you treat it as a direct quote (by adding quotation marks). Otherwise, it is still plagiarism.

Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

We will discuss these issues further in class. If you have any questions, please contact the professor. Violation of these rules will be reported to the Associate Dean for Undergraduate Studies, the Journalism advising office, and other KU authorities.
Students with Disabilities

The KU office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted DR, please do so as soon as possible. The office is located in 22 Strong Hall; the phone number is 785-864-2620 (V/TTY).

Information about services can be found at http://disability.ku.edu. Please also contact me privately in regard to your needs in this course.

Journalism School Policy on Classroom Attendance

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

Inclement Weather and Special Needs

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission,
recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.
# COURSE SCHEDULE

*Course schedule subject to change. Any changes to due dates will be announced by email or in class.

** TBL=Team-based Learning

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment Due</th>
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</table>
| 1/19 | Introduction to the course  
  - Structure of the class—review syllabus and discuss strategic campaign project  
  - Administrative matters: Group organization | |
| 1/21 | Group organization & getting everything started  
  - Group organization announcement  
  - Chapter 1: The role of marketing research | |
| 1/26 | Why being ethical?  
  - Chapter 2: The marketing industry and research ethics | |
| 1/28 | Why conducting exploratory research?  
  - Chapter 3: Problem definition, exploratory research and the research process  
  - Assignment I guidelines announcement: Secondary research (group) + secondary research outline (individual) | Submit individual version of the secondary research outline to Blackboard @ 8 p.m. |
| 2/2  | TBL: Secondary research outline (Bring your laptops/tablets to class)  
  - Each team member will turn in her/his outline  
  - Each group will discuss and compile a group-version of the outline | Submit group version of the secondary research outline to Blackboard @ 8 p.m. |
| 2/4  | A review of the TBL activity  
  - Summary: What have we learned? What’s missing? Any other way we could do to improve the outline? | |
| 2/9  | Databases  
  - Chapter 4: Secondary data and databases | |
| 2/11 | Social media & online research  
  - Chapter 7: Online marketing research | |
| 2/16 | Exam 1 (Chapter 1-4, 7) | Assignment I Due on Blackboard @ 8 p.m. |
| 2/18 | Group Work Day | |
| 2/23 | Primary Data Collection  
  - Chapter 5: Qualitative research  
  - Assignment II guideline announcement: Focus group (group) + moderator guide (individual) | |
Primary Data Collection (Flipped classroom & TBL activities)

- Readings: Focus group moderator guide development, the role of moderator, and how to conduct a focus group

2/25

TBL activities: Moderator guide development

3/1

Submit individual- and group-version of the moderator guide to Blackboard @ 8 p.m.

Primary Data Collection
- Ethnography

3/3
- Chapter 8: Observation

Primary Data Collection

8

3/8 Chapter 12: Questionnaire design + Chapter 6: Survey research

Measurement

3/10 • Chapter 10: The concept of measurement

9

3/15 SPRING BREAK

3/17 SPRING BREAK

10

3/22 Exam 2 (Chapter 5, 6, 8, 10, 12)

Assignment II Due on Blackboard @ 8 p.m.

Group Work Day

3/24

Primary Data Collection
- Chapter 11: Using measurement scale to build marketing effectiveness

11

3/29 • Assignment III guidelines: Survey questionnaire assignment

3/31 TBL activity: Survey questionnaire construction

Questionnaire design due @ 8 pm, Friday (4/1)—No, this is not a joke. 😇

4/1

Primary Data Collection
- Review the best group survey
- Chapter 9: Experimentation & test marketing

12

4/5

Primary Data Collection
- Chapter 9: Experimentation & test marketing
- Chapter 13: Basic sampling issues

4/7
- Chapter 13: Basic sampling issues

13
- Statistics

4/14 • Statistics

Report findings
- Chapter 15: Data processing and fundamental data analysis

4/19 • Chapter 19: Communicating the research results

4/21 Report findings
Chapter 15: Data processing and fundamental data analysis
Chapter 19: Communicating the research results

Report findings
- Visual presentations
- Guest speaker: Heather Lawrenz

4/26
Review of final report & compare notes: **Meet with half of the class**
TBL activity: We will review the award winning entries and compare what we’ve learned throughout the semester

4/28
Review of final report & compare notes: **Meet with half of the class**
TBL activity: We will review the award winning entries and compare what we’ve learned throughout the semester

Preliminary findings report due @ 8 p.m.; Feedback will hopefully be returned to you by Monday (5/2)

4/28
Assignment III (edited secondary research, edited focus group + survey report) due @ 8 p.m.

5/3
Group Work Day

5/5

5/11
1:30-4:00 p.m. Final Exam (Chapter 9, 11, 13, 15, 19) in ST-F 100
https://registrar.ku.edu/spring-2015-final-exam-schedules