

ISC 321: Research Methods for the ISC Professional

Spring 2008

TTH 12:30 - 1:45 p.m.

Room: 145-OT Patterson Office Tower

INSTRUCTOR: Chike Anyaegbunam, Ph.D.
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OFFICE HOURS: W 1.00 - 3.00 p.m.

REQUIRED TEXT

McDaniel, Carl and Gates, Roger (2007). *Marketing Research Essentials*, (6th ed.), New York, NY: John Wiley & Sons

COURSE OVERVIEW

This course will provide you with an overview of the research process of planning, conducting, analyzing, interpreting, and reporting research results, as well as specific knowledge of individual research techniques including observations, surveys, experiments, focus groups, etc. The ultimate objective in this regard is to help you make sound marketing communication decisions in your subsequent ISC coursework and in your future careers.

Course Prerequisites: Major standing; one course in statistics

COURSE OBJECTIVES

At the end of this course, you will be able to

- demonstrate an understanding of scientific research methods, research design, and basic analytic methods that will prepare you to conduct and/or evaluate primary research for the ISC professional's work in the area of advertising, public relations, direct response, promotion, etc.
- demonstrate the application of various research methods and identify the role research plays in answering key questions in the marketing communication process and the importance of research as an aid to strategic decision-making in the ISC areas.
- demonstrate an understanding of the basic skills for designing research including establishing research objective(s), selecting research method(s), data gathering, analyzing the collected data, reporting results, and making strategic recommendations to clients.

COURSE FORMAT

Class presentations and the text are designed to motivate students to engage in an active learning procedure. Offered in the formats of lecture, group meetings, in-class assignments, the material presented in class will supplement and complement the text by providing focus and additional insight on the major topics. Students are expected to regularly come to classes and prepared to actively participate in the class discussion.

COURSE WEBSITE

You are encouraged to pick up lecture materials and other useful information about course content, and check announcements by going to the course Blackboard site.

COURSE REQUIREMENTS

Each student is required to take quizzes, two exams, complete in-class exercises, and develop one written, group, term project paper. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.** If work is late, a grade of zero will be assessed for all students involved. Ultimately, your success depends on you because grades are not given they are earned.

Quizzes

Anticipate brief quizzes at the very beginning of the class hour. Undetermined number of quizzes may occur at the beginning of each class to confirm your understanding of previous lecture materials, assigned readings for the day/week. Most of these will count toward your final grade (10%) but an occasional quiz will be for extra credit. **MISSED QUIZZES CAN NOT BE MADE UP.**

Exams

Two exams are scheduled during the semester. See the class calendar for the scheduled dates. Exams will cover materials presented in class lectures and from assigned readings. In general, they will consist of T/F, multiple choice, short answer and essay questions. A study guide will be provided by the instructor prior to each exam.

NO MAKE-UP EXAMS WILL BE GIVEN, WITH THE EXCEPTION OF DOCUMENTED ILLNESS OR FAMILY EMERGENCY. The professor must be made aware of a problem prior to the test time, or the excuse will be invalid.

Group Research Project

Students will work in teams to conduct research throughout the term, and write a report based on that research. Students may form their own groups of three or four individuals. The instructor will assist those who wish in finding a group, but the instructor reserves the right to change team composition. Since the ability to write a focus group discussion guide as well as a commercial quality questionnaire are essential skills that students will be expected to use in subsequent courses and in their future careers, these skills should be developed in their work on a group research project. Thus, the group project consists of **FOUR** assignments (i.e.,

secondary research, focus group discussion guide, questionnaire design, and final report). The details of what should be contained in each of the four assignments, and how to write one will be covered in class and in separate handouts. A written research report will be the culmination of each group's work.

A sign-up sheet will be distributed prior to group research consultation. Each team is supposed to meet with the instructor to check the progress on a research project and get necessary help. **THE FINAL GRADE YOU RECEIVE FOR THE GROUP PROJECT WILL BE DETERMINED BY PEER EVALUATIONS OF YOUR GROUP INCLUDING YOURSELF.** This is to help ensure that everyone participates equally and enthusiastically.

In-Class Exercises

Class attendance is the student's sole responsibility. There will be an undetermined number of in-class exercises throughout the semester. These assignments are included to help students keep up with the pace of the class, and to improve their understanding of the course material. These assignments will be distributed and completed during the class time (hence "in class") and **THEY CANNOT BE MADE UP UNLESS THE PROFESSOR EXCUSES THE ABSENCE IN ADVANCE.** If you are absent and have a valid excuse (i.e., serious illness or family emergency), you must bring the document on your first day back. In addition, students are responsible for any information missed during an absence. Handouts or lecture notes from previous days are not available from the instructor.

COURSE EVALUATION

Mid-Term Exam	100 (25%)
Final Exam	100 (25%)
Group Research Project*	120 (30%)
In-Class Exercises	40 (10%)
Quizzes	40 (10%)
TOTAL	400 (100%)

* All group work grades will be adjusted based on peer evaluations.

A standard scale will be used to determine overall letter grades. Remember that there are no extra credit assignments, redoing projects or exams.

A = 360 - 400

B = 320 - 359

C = 280 - 319

D = 240 - 279

F = 239 & below

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignments. Scholastic dishonesty damages both the student's learning experience and

readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the failure (Grade: E) in the course and/or dismissal from the University.

COURSE SCHEDULE

WK1	January 10	Introduction to Course, Selection of Project and Research Group Formation	
WK2	January 15	Role of Research	Ch. 1
		Research Process	Ch. 2
	January 17	Research Industry	
WK3	January 22	Secondary Research	Ch. 3
	January 24	UK Library Resources (Guest Speaker)	
WK4	January 29	Group Project Guideline	
		& Primary Research: Qualitative Research	Ch. 4
	January 31	Focus Group Interview	Ch. 4
WK5	February 5/7	Other Qualitative Research Methods & Interview Techniques	Ch. 4
		** SITUATION ANALYSIS (Secondary Research) DUE	
		** (February 8)	
WK6	February 12	Sampling Methods	Ch. 10
	February 14	Quantitative Research: Survey Research	Ch. 5
WK7	February 19	Measurement Scales	Ch. 8
	February 21	Level of Measurement	Ch. 8
		Reliability & Validity	
WK8	February 26	Questionnaire Design	Ch. 9
		** FOCUS GROUP DISCUSSION GUIDE DUE **	
	February 28	Mid-Term Exam Review	
WK9	March 4	MID-TERM EXAM	
	March 6	Observational Research	Ch. 6
WK10	March 11	SPRING BREAK	
	March 13	SPRING BREAK	
WK11	March 18	Content Analysis	
	March 20	Experimental Research	Ch. 7
		QUESTIONNAIRE DESIGN DUE	

WK12	March 25 March 27	Experimental Research (cont'd) Data Analysis	Ch. 12
WK13	April 1 April 3	Data Analysis (cont'd) Group Project Day - Data Collection	Ch. 12
WK14	April 8 April 10	Research Ethics Advertising Message & PR Research Communicating the Research Results Group Project Day	Ch. 14
WK15	April 15 April 17	Group Project Consultation Group Project Consultation	
WK16	April 22 April 24 May 1	** WRITTEN GROUP PROJECT DUE ** Exam Review FINAL EXAM (1 p.m.)	

The course calendar above is *tentative*. If changes in the schedule are necessary, students will be held responsible for such changes that will be announced in class.

A Final Comment: Please, always feel free to ask questions in class. Don't hesitate to stop by during office hours if you have additional questions, or make an appointment if office hours aren't convenient.