Instructor: Weirui Wang, Ph.D.
Office: Academic II 338B
Office Hours: Monday/Wednesday 1:00-2:30 p.m. and by appointment
Phone: 305-919-4428
E-mail: weirwang@fiu.edu
Class Hours and Location: Glenn Hubert Library 250 Monday & Wednesday 11:00-12:15.

Course Description: This class will prepare students to design, conduct and interpret research to prepare them for their future career in advertising and PR. Students will be provided the knowledge to develop a solid understanding of the principles and methods of social scientific research as it applies to the advertising and PR fields. Specially, they will learn diverse research methods such as focus group, survey and experimental research, and important procedures such as developing measurement instruments, sampling and statistical analysis in this class.

Course Objectives: Upon completion of this course, the successful student should be able to:
1. Demonstrate an understanding of the role of research in strategic communication;
2. Gain an understanding of the nature of the research process, as well as the principles and methods of social scientific research;
3. Conduct research using appropriate research methods;
4. Communicate research results correctly, clearly and professionally in forms and styles appropriate for research presentations in advertising and public relations professions;
5. Critically evaluate research conducted by self and others for accuracy, appropriateness, fairness and clarity;
6. Apply basic numerical and statistical concepts;
7. Apply research tools and technologies appropriate for the advertising and marketing professions.


The bookstore has requested the 11th edition of the textbook. Either edition should be sufficient for this course.

Course Requirements and Assignments

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class discussions, and to complete the assigned tasks. These activities should be completed on time and in a professional manner. The final grade is computed as follows.
- **Project-related Assignments (100 points):** This course will include six project-related assignments throughout the semester. Completion of each assignment will help you complete a part of the project. There will be no make-up or extensions unless you have a documented absence.
  - **Assignment 1:** Understanding a research topic (10 points)
  - **Assignment 2:** Focus group research (10 points)
  - **Assignment 3:** Survey questionnaire (20 points)
  - **Assignment 4:** Data collection (10 points)
  - **Assignment 5:** Data analysis and report (20 points)
  - **Assignment 6:** Implication (10 points)
  - **Assignment 7:** Research presentation (20 points)

- **Participation Assignments (20 points):** These assignments will be in-class assignments. The grade is based on your participation.
  - **Participation 1:** Survey research (5 points)
  - **Participation 2:** Sampling (5 points)
  - **Participation 3:** Experimental research (5 points)
  - **Participation 4:** Statistics (5 points)

- **Exams (80 points):** Two online exams will be administered throughout the semester. Each exam is worth 40 points towards the student’s final grade. If you know in advance that you will be unable to take the exams on the scheduled dates, please let me know at least two (2) weeks before the exam so we can make other arrangements. In the event that you miss the exam, you must provide written documentation for your absence. **A make-up exam will be administered ONLY if legitimate, written documentation is provided within two (2) days of the scheduled exam date.** Otherwise, you will receive a zero.

- **Class participation and attendance:** Attendance and class participation are required and expected. You are expected to be in class and submit your assignments on time. **You will not be allowed to make up your delayed assignments or exams at the end of the semester, defined as within one month before the final week.**

  Absences will be considered unexcused unless you provide written (e.g. medical, legal, or academic) documentation to justify your legitimate absences, such as hospitalization, family loss, religious holidays etc. Repeated lateness will also affect your participation grade.

  Class participation is very important. It enhances your learning experience. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions.

**Grading Scale**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Project-related Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Participation Assignments</td>
<td>20</td>
</tr>
<tr>
<td>Exam 1</td>
<td>40</td>
</tr>
<tr>
<td>Exam 2</td>
<td>40</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
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<tr>
<td>Letter</td>
<td>Range (%)</td>
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<td>--------</td>
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<tr>
<td>A</td>
<td>Above 186</td>
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<tr>
<td>A-</td>
<td>180 - 185.9</td>
</tr>
<tr>
<td>B+</td>
<td>174 - 179.9</td>
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</tbody>
</table>

Note: Since Fall 2016, FIU no longer awards grades of C-, D+ and D-.

Your grade will not be rounded up. You get a B+ if you get 179.9 points in total.

Important Course Policies

- **Electronic communication:** This class will rely heavily on electronic communication. Assignments and course materials will be posted on Blackboard. Students are required to check for electronic messages and postings weekly. It is the student’s responsibility to have a working email connected with Blackboard and check for messages and postings on Blackboard.

- **Deadlines and exam dates:** Unless you have a documented excuse, there will be no make-ups or extensions for the exams and assignments. When you submit your make-up exam or assignment (all make-up work must be submitted in hard copy), please attach a copy of the written documentation. Late assignments will receive a **10%-point deduction for each day is late.**

- **Courtesy:** Please turn off your cellular phones at the start of every class. If you must take a call you must leave the class room. If you are late to class, avoid disrupting the class when you enter. If a classmate is making a presentation, wait until they are finished before entering class that is in progress. During class discussions, avoid interrupting fellow students and be respectful of other people’s views and beliefs.

- **Office hours:** My office hours are listed at the top of the syllabus. It is advisable to call or e-mail before coming to my office to make sure I am available. If my office hours are not convenient, please call or e-mail me and we will set up an appointment.

- **Academic honesty:** Student must follow the Standards of Conduct described in the student handbook. ([http://www.fiu.edu/~sccr/standards_of_conduct.htm](http://www.fiu.edu/~sccr/standards_of_conduct.htm)). In course assignments and exams, the use of literature, notes, aids, or assistance from other sources should be clearly. Students are expected to use all resources, including books, journals, and computers only in
legal and authorized ways. Cheating or plagiarism will result in an automatic F on the related assignment or exam, and possible further disciplinary measures.

- **Student with disabilities:** If you have any special circumstances, please make me aware of them so that you may be better accommodated. For questions and information about support services, please call the FIU Office of Disability Services at 305-348-3532 (University Park Campus: GC 190) or 305-919-5345 (Biscayne Bay Campus: WUC 139).

### Tentative Schedule
*(Subject to Change)*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Day</th>
<th>Course Topic</th>
<th>Reading(s)</th>
<th>Assignment(s) Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 8</td>
<td>Monday</td>
<td>Syllabus reading. The role of advertising/public relations research</td>
<td>Zikmund &amp; Babin Chapter 1</td>
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</tr>
<tr>
<td>1</td>
<td>Jan. 10</td>
<td>Wednesday</td>
<td>Research process</td>
<td>Zikmund &amp; Babin Chapter 3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan. 15</td>
<td>Monday</td>
<td>Martin Luther King Day. No class.</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Jan. 17</td>
<td>Wednesday</td>
<td>Organizational and ethical issues</td>
<td>Zikmund &amp; Babin Chapter 4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Jan. 22</td>
<td>Monday</td>
<td>Problem Definition</td>
<td>Zikmund &amp; Babin Chapter 5</td>
<td></td>
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<tr>
<td>3</td>
<td>Jan. 24</td>
<td>Wednesday</td>
<td>Situation analysis &amp; Secondary data research</td>
<td>Zikmund &amp; Babin Chapter 7</td>
<td>Project-related Assignment 1 assigned</td>
</tr>
<tr>
<td>4</td>
<td>Jan. 29</td>
<td>Monday</td>
<td>Situation analysis workshop</td>
<td></td>
<td>Project-related Assignment 1 due; Project-related Assignment 2 assigned</td>
</tr>
<tr>
<td>4</td>
<td>Jan. 31</td>
<td>Wednesday</td>
<td>Qualitative research tools</td>
<td>Zikmund &amp; Babin Chapter 6</td>
<td></td>
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<tr>
<td>5</td>
<td>Feb. 5</td>
<td>Monday</td>
<td>Assignment &amp; Final project workshop</td>
<td></td>
<td>Project-related Assignment 2 due</td>
</tr>
<tr>
<td>5</td>
<td>Feb. 7</td>
<td>Wednesday</td>
<td>Quantitative research tools &amp; Survey Research I</td>
<td>Zikmund &amp; Babin Chapter 8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Feb. 12</td>
<td>Monday</td>
<td>Survey Research II</td>
<td>Zikmund &amp; Babin Chapter 8</td>
<td>Participation 1</td>
</tr>
<tr>
<td>6</td>
<td>Feb. 14</td>
<td>Wednesday</td>
<td>Measurement I</td>
<td>Zikmund &amp; Babin Chapters 13 &amp; 14</td>
<td>Project-related Assignment 3 assigned</td>
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<tr>
<td>7</td>
<td>Feb. 19</td>
<td>Monday</td>
<td>Measurement II</td>
<td>Zikmund &amp; Babin Chapters 13 &amp; 14</td>
<td></td>
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<tr>
<td></td>
<td>Date</td>
<td>Day</td>
<td>Event Description</td>
<td>Chapters</td>
<td>Notes</td>
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<tr>
<td>7</td>
<td>Feb. 21</td>
<td>Wednesday</td>
<td>Developing Survey Questionnaire and Survey Workshop</td>
<td>Zikmund &amp; Babin</td>
<td>Project-related Assignment 3 due</td>
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<td></td>
<td></td>
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<td></td>
<td>Chapters 13 &amp; 14</td>
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<tr>
<td>8</td>
<td>Feb. 26</td>
<td>Monday</td>
<td>Exam 1 (online)</td>
<td></td>
<td>Exam 1 will be administered online (available from Feb. 22-Feb. 26), and is due Feb. 26 (Monday)</td>
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<tr>
<td>8</td>
<td>Feb. 28</td>
<td>Wednesday</td>
<td>Sampling I</td>
<td>Zikmund &amp; Babin</td>
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<td></td>
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<td></td>
<td></td>
<td>Chapter 16</td>
<td></td>
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<tr>
<td>9</td>
<td>Mar. 5</td>
<td>Monday</td>
<td>Sampling II</td>
<td>Zikmund &amp; Babin</td>
<td>Participation 2</td>
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<td></td>
<td>Chapter 16</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mar. 7</td>
<td>Wednesday</td>
<td>Qualtrics &amp; Data Collection Workshop</td>
<td></td>
<td>Setup for Project-related Assignment 4 (data collection) and data collection starts</td>
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<tr>
<td>10</td>
<td>Mar. 12</td>
<td>Monday</td>
<td>Spring Break. No class.</td>
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<td>10</td>
<td>Mar. 14</td>
<td>Wednesday</td>
<td>Spring Break. No class.</td>
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<tr>
<td>11</td>
<td>Mar. 19</td>
<td>Monday</td>
<td>Experimental Research I</td>
<td>Zikmund &amp; Babin</td>
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<td></td>
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<td></td>
<td></td>
<td>Chapter 11</td>
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<tr>
<td>11</td>
<td>Mar. 21</td>
<td>Wednesday</td>
<td>Experimental Research II</td>
<td>Zikmund &amp; Babin</td>
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<td></td>
<td></td>
<td>Chapter 11</td>
<td></td>
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<tr>
<td>12</td>
<td>Mar. 26</td>
<td>Monday</td>
<td>In-class assignment: Experimental Research</td>
<td>Zikmund &amp; Babin</td>
<td>Participation 3</td>
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<td>Chapter 11</td>
<td></td>
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<tr>
<td>12</td>
<td>Mar. 28</td>
<td>Wednesday</td>
<td>Introduction to statistics I</td>
<td>Zikmund &amp; Babin</td>
<td>Project-related Assignment 4 due; Participation 4</td>
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<td></td>
<td></td>
<td>Chapters 17 &amp; 20</td>
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<tr>
<td>13</td>
<td>Apr. 2</td>
<td>Monday</td>
<td>Introduction to statistics II</td>
<td>Zikmund &amp; Babin</td>
<td>Project-related Assignment 5</td>
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<td></td>
<td>Chapters 17 &amp; 20</td>
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<tr>
<td>13</td>
<td>Apr. 4</td>
<td>Wednesday</td>
<td>Data analysis workshop</td>
<td>Zikmund &amp; Babin</td>
<td>Project-related Assignment 5 due</td>
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<td>Chapter 25</td>
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<tr>
<td>14</td>
<td>Apr. 9</td>
<td>Monday</td>
<td>Communicating research results</td>
<td>Zikmund &amp; Babin</td>
<td>In class: Project-related Assignment 6 due; Project-related Assignment 7 assigned</td>
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<td>Chapter 25</td>
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<tr>
<td>14</td>
<td>Apr. 11</td>
<td>Wednesday</td>
<td>Presentation Workshop</td>
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<tr>
<td>15</td>
<td>Apr. 16</td>
<td>Monday</td>
<td>Research Presentations</td>
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<td>Project-related Assignment 7 due</td>
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<tr>
<td>Date</td>
<td>Day</td>
<td>Event</td>
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<tr>
<td>Apr 18</td>
<td>Wednesday</td>
<td>Research Presentations</td>
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<tr>
<td>Final Week</td>
<td>Apr 23/25</td>
<td>Monday/Wednesday</td>
<td><strong>Exam 2 (online)</strong></td>
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<td>Exam 2 will be administered online (available from Apr. 19 – Apr. 25) and is due April 25 (Friday)</td>
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Please regularly check class materials through Blackboard at [http://fiu.blackboard.com](http://fiu.blackboard.com)