

# JOUR 829 Marketing Communications Research

Fall 2019

Thursdays 6:30-9:00 p.m., KU Edwards Campus, Regnier Hall 369, Hawk's Nest and other field locations

Instructor: Prof. Angie Hendershot

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## **Course Objectives**

After completing this course, students will:

1. Understand how research can contribute to the success of an organization
2. Understand the steps necessary to plan and implement a research project
3. Be able to identify, gather, assess and report on secondary and primary sources of information
4. Be able to use the appropriate methods to communication research results to a variety of audiences

## **Course Description and Outline**

This is a class about planning, conducting, evaluating and communicating research. It is an applied class, meant to cover many of the market research issues and approaches used in our field. Students learn how marketing and media research help determine the success of an organization's marketing planning and strategic communications processes. Students study and conduct primary and secondary research - both qualitative and quantitative - including observation, interviews and surveys.

- Week 1 Introduction and planning
- Week 2 Secondary research
- Weeks 3-4 Qualitative research and Ethics
- Weeks 5-6 Quantitative research
- Week 7 Implementation
- Week 8 Specialty Research Types (brand positioning, customer satisfaction, ad effectiveness)
- Weeks 9-10 Analysis
- Week 11 Conclusions
- Weeks 12-13 Report design and presentation
- Weeks 14-16 Preparation and delivery of final report and presentation

## **Text**

*Market Research in Practice, An introduction to gaining greater market insight; 3<sup>rd</sup> Edition*

Paul Hague, Julia Cupman Matthew Harrison and Oliver Truman

## Assignments and grading

Class assignments will include a mix of individual work and a large group project for a pre-selected client. All assignment deadlines are at 6:30 pm on the date listed, unless otherwise noted. Students are expected to complete the assigned readings before the designated class and will be graded on their use of that material, outside resources and their own ideas as part of the in-class and online discussions.

Because of the nature of this class, attendance at specific class meeting times (chiefly our client introductory meeting, rehearsal and final presentation) is mandatory to pass the class. Any work or personal conflicts causing students to be late or miss class should be communicated to the instructor **in advance**. More than two excused absences will lower your course grade.

### *Individual assignments (35%)*

- Vendor/NDA assignment 5%
- Secondary research industry trend report 10%
- Consumer qualitative exercise 10%
- Industry/vertical customer journey map 5%
- Draft client survey questionnaire 5%

### *Group project (55%)*

- Development subteam work 15%
- Presentation subteam work 15%
- Final report and presentation 25%

### *Other (10%)*

- Class participation and professionalism 10%

Subteams – all students will be assigned to a Development phase group and a Presentation phase group

- *Development groups: survey sample and qualitative execution, survey design, survey analysis*
- *Presentation groups: research report and creative samples, presentation deck/script, presentation delivery*

## Client Confidentiality

- Because we will be working with external clients, you will be asked to keep confidential any privileged information pertaining to their business practices or customer data. Keep in mind that the work we're doing in class is not just a class assignment. The potential mishandling of the information with which we are being entrusted will impact our client and similar future partnerships between KU and businesses.

## Resources

**KU Library** – multiple helpful databases and resources are available to us via our library. More information will be shared in class about these resources.

A librarian is available in the Hawks Nest (Regents Center, Room 120) during posted hours or for an appointment. There are many library resources available via online chat and phone also.

## Academic accommodations

- The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. More information about AAAC can be obtained at the KU Edwards Student Services Welcome Center, Regents Center 119 at 913-897-8539 or [kuecsuccess@ku.edu](mailto:kuecsuccess@ku.edu). Additional information about AAAC services can be found at [access.ku.edu](http://access.ku.edu). Please contact me privately in regard to your needs in this course.

## Academic Misconduct

We will strictly follow the code of Academic Misconduct detailed in the [Code of Student Rights and Responsibilities](#). University policies covering academic misconduct are spelled out in the current Student Handbook.

**Policy on Plagiarism and Fabrication/Falsification:** 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 questions about what constitutes plagiarism, fabrication or falsification, please consult the teachers 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.

Week, Focus	Read before class	Classroom	Deadlines	Project activity
1 – 8/29 Client meeting Introduction	Blackboard site – including syllabus and schedule; Client web site/social	Meet the client: <b>Doug Elmer</b>	Vendor analysis and NDAs due 9/5	Situation Analysis
2 – 9/5 Secondary research	Part 1: Planning Ch 1-3 Intro, Design, Uses	Library resources Research planning Market Intelligence	Trend report for industry due 9/12	Research question
3 - 9/12 Qualitative	Part 2: Qual Ch 4-8	Observational Social Media IDIs, Focus Groups	Qualitative individual exercise 9/19	Develop qualitative plan
4 – 9/19 Qualitative contd. Journey Maps Ethics	Industry info, journey map posts Ch 27 Ethics	<b>Allise Garrison,</b> <b>Research Director</b> <b>SunLife Financial</b>	Customer journey map 9/26	
5 – 9/26 Quantitative	Ch 9-11 Quant, Sampling, Q design Ch 14-15 surveys	<b>Sheree Johnson,</b> <b>CEO SJ Insights</b>	Individual draft quant survey 9/29	View Qualtrics tutorials
6 – 10/3 Quantitative contd. Brand, Segmentation	Ch 17 segmentation, 21 new market and 23 new product	Segmentation, market, product  Group work time in classroom	Draft group quant survey by 10/6	Consolidate qualitative, Draft group survey and send to client 10/6
7 – 10/10 - virtual Implementation		Group work time		Distribute survey
8 – 10/17 Use cases	Ch 18 brand position, 19 cust sat, 22 ad effectiveness Optional: eBook	Brand research, Cust sat/loyalty, Ad concept testing	Field survey 10/12-10/30	Survey reminders <i>Note KSDE annual conference 10/28-30 Wichita</i>
9 – 10/24 Analysis	Ch 16 Data Analysis	<b>Dr. Peter Bobkowski, KU</b>		Analyze results
10 – 10/31 - virtual		Group work time analyzing results		
11 – 11/7 Conclusions	Ch 24 Reporting	Insights and recommendations		Develop recommendations
12 – 11/14 Writing		Report design	Report first draft 11/21 , 2nd 11/25	Draft report peer edit 11/21 second half of class
13 – 11/21 Presenting		Presentation skills by <b>Matt Tidwell</b> Work session	Presentation draft 11/29	Revise report, Practice presentation
<b>14 - Thanksgiving</b>				
15 – 12/5		Dress rehearsal		Proof/print
16 – 12/12		Final client presentation	Course evaluations	