

**JOUR 460 Research Methods in Strategic Communication (#20312)**

**Fall 2016**

**Monday & Wednesday, 3:00-4:15 p.m.**

**100 Stauffer-Flint Hall**

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**Instructor:**

**Hannah Kang, doctoral student**

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**Office hours: Mondays & Wednesdays 1:30-2:30 p.m. and by appointment**

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**COURSE DESCRIPTION FROM THE KU CATALOG**

“Students conduct, analyze and apply research to develop strategy and guide decisions related to communication campaigns. In addition to studying qualitative and quantitative research methods as well as basic statistics, students develop critical thinking skills by defining research problems and producing insightful solutions. Prerequisite: Admission to the School of Journalism and JOUR 433 for students who started at KU prior to Fall 2012. For students starting Fall 2012 and after, prerequisite is admission to the School of Journalism and JOUR 320.”

**COURSE OBJECTIVES**

- To understand the role of research in an organization’s marketing and strategic communication plans and executions
- To understand the difference between qualitative and quantitative research methods
- To understand how to identify and collect useful information from primary and secondary sources
- To apply both qualitative and quantitative research methods effectively to identify and propose recommendations to solve strategic communication problems
- To advance your skills in critical and creative thinking
- To understand professionalism and ethical issues in the context of media research
- To communicate research report in the format of written reports and visual presentations

**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 McDaniel and Gates. *(If you’d like to save some money, you could purchase the 9<sup>th</sup> 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, NY Times, etc.) on social media so that you are learning on a constant basis.

## 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 your work 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 that J-School provides (<http://www.jourtech.dept.ku.edu/>), free of charge.

## 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.

<b>Individual efforts (50%)</b>	
Research participation Pool- Study 1: Participate in one study (mandatory)	10 points
Research participation Pool- Study 2: Participate in the second study (extra credit)	10 points (extra credit)
Attendance/in-class exercises/quizzes	40 points
Exams:	
Exam I	100 points
Exam II	100 points
Exam III	100 points
TBL activity: Portion of the individual secondary research outline	50 points
TBL activity: Portion of the individual focus group moderator guide	50 points
<b>Group efforts (50%)</b>	
Assignment I-Secondary research (90 points) + TBL activity-group portion (10 points)	100 points
Assignment II-Focus group research (90 points) + TBL activity-group portion (10 points)	100 points
Assignment III-Preliminary findings report	50 points
Final research report (Edited secondary research+ edited focus group research + final survey report)	200 points
Subtotal	900 points
<b>Evaluations:</b>	
3 peer evaluations	0-100%
<b>Final = Individual efforts + (Group efforts x the average % of your received peer evaluations)</b>	
<ul style="list-style-type: none"> <li>TBL= Team-based learning</li> </ul>	

## 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. 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**

All written assignments must be double-spaced, 12 point font, with 1 inch margin on all sides. For in-text citation and bibliography, refer to the guidelines of the American Psychological Association—commonly referred to as the APA style (6th edition of Concise Rules of APA Style).

Unless otherwise noted, all assignments will be submitted electronically to Blackboard.

## **COURSE POLICIES**

1. You are responsible for the class materials and announcements even if you do not attend class. Please get lecture notes from your fellow students if you are absent. Also, please check your ku.edu e-mail on a daily basis.
2. **Readings:** Assigned readings should be read in advance of the class meetings. There may be “surprise” quizzes, which will affect your grade.
3. **Attendance:** We meet only twice a week and you are strongly encouraged to attend every class and participate in class discussions. 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. Missing one class can mean dropping 1 percentage point. Severe

and/or consistent absences may result in further grade penalty (e.g., two lower letter grades). 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.

4. **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, interview for a job or internship, and official KU business. Family gatherings, weddings, vacations, leaving early for the break, etc. do *not* qualify. Official documents may be required and 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 or take an exam, please notify the professor by e-mail by the end of the third week of this semester. Otherwise your request will not be honored.

5. **Assignments:** Each assignment has a deadline. Details of each assignment will be distributed in class or online. 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.

6. **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 necessarily 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.

7. **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.

8. **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.

9. **Format:** 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.

10. **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.

11. **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 exam can be arranged in advance.

12. An “I” (incomplete) will be given only under very unusual circumstances, such as medical emergencies. You will be required to produce credible documents.

13. 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.

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

15. 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.

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

17. I reserve the right to modify this syllabus. Any changes will be announced in class and/or on our Blackboard site and become official.

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## **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 Student Access Services, 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 Student Access Services, 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 record lectures, on the condition that these recordings 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

- The course schedule is subject to change. Any changes to due dates will be announced by email or in class.
- TBL=Team-based Learning

Week	Date	Topic	Assignment Due
1	8/22	Introduction to the course <ul style="list-style-type: none"> <li>• Structure of the class—review syllabus and discuss strategic campaign project</li> <li>• Administrative matters: Group organization</li> </ul>	
	8/24	Group organization & getting everything started <ul style="list-style-type: none"> <li>• Group organization announcement</li> <li>• Chapter 1: The role of marketing research</li> </ul>	
2	8/29	Why being ethical? <ul style="list-style-type: none"> <li>• Chapter 2: The marketing industry and research ethics</li> </ul>	
	8/31	Why conducting exploratory research? <ul style="list-style-type: none"> <li>• Chapter 3: Problem definition, exploratory research and the research process</li> <li>• <i>Assignment I guidelines announcement: Secondary research (group) + secondary research outline (individual)</i></li> </ul>	
3	9/5	Labor Day holiday- No class	
	9/7	<b>TBL: Secondary research outline (Bring your laptops/tablets to class)</b> <ul style="list-style-type: none"> <li>• Each team member will turn in her/his outline</li> <li>• Each group will discuss and compile a group-version of the outline</li> </ul>	Submit individual-and <i>group-</i> version of the secondary research outline to Blackboard @ 9 p.m.
4	9/12	Databases <ul style="list-style-type: none"> <li>• Chapter 4: Secondary data and databases</li> </ul>	
	9/14	Social media & online research <ul style="list-style-type: none"> <li>• Chapter 7: Online marketing research</li> </ul> Review session of Exam 1	
5	9/19	Exam 1 (Chapter 1,2,3,4, 7)	

	9/21	Group Work Day	Assignment I Due on Blackboard @ 9 p.m.
6	9/26	Primary Data Collection <ul style="list-style-type: none"> <li>• Chapter 5: Qualitative research</li> <li>• <i>Assignment II guideline announcement:</i> Focus group (group) + moderator guide (individual)</li> </ul>	
	9/28	<b>Primary Data Collection (Flipped classroom &amp; TBL activities)</b> <ul style="list-style-type: none"> <li>• Readings: Focus group moderator guide development, the role of moderator, and how to conduct a focus group</li> </ul>	
7	10/3	<b>TBL activities:</b> Moderator guide development(Bring your laptops/tablets to class) <ul style="list-style-type: none"> <li>• Each team member will turn in her/his outline</li> <li>• Each group will discuss and compile a group-version of the outline</li> </ul>	Submit individual-and <i>group</i> -version of the moderator guide to Blackboard @ 9 p.m.
	10/5	Primary Data Collection <ul style="list-style-type: none"> <li>• Ethnography</li> <li>• Chapter 8: Observation</li> </ul>	
8	10/10	Fall break- No class	
	10/12	Primary Data Collection <ul style="list-style-type: none"> <li>• Chapter 6: Survey research</li> <li>• Chapter 12: Questionnaire design</li> </ul>	
9	10/17	Group Work Day	
	10/19	Measurement <ul style="list-style-type: none"> <li>• Chapter 10: The concept of measurement</li> </ul> Review session of Exam 2	
10	10/24	Exam 2 (Chapter 5,6,8,10,12)	
	10/26	Group Work Day (Bring your laptops/tablets to class)	Assignment II Due on Blackboard @ 9 p.m.
11	10/31	<ul style="list-style-type: none"> <li>• Chapter 11: Using measurement scale to build marketing Effectiveness</li> </ul>	

		<ul style="list-style-type: none"> <li>• <i>Assignment III guidelines: Survey questionnaire assignment</i></li> </ul>	
	11/2	<b>TBL: Survey questionnaire construction</b>	Questionnaire design due @ 9 pm
12	11/7	Primary Data Collection <ul style="list-style-type: none"> <li>• Chapter 9: Experimentation &amp; test marketing</li> </ul>	
	11/9	Primary Data Collection <ul style="list-style-type: none"> <li>• Chapter 13: Basic sampling issues</li> </ul>	
13	11/14	Basic statistics	
	11/16	Report findings <ul style="list-style-type: none"> <li>• Chapter 15: Data processing and fundamental data analysis</li> </ul>	
14	11/21	Report findings <ul style="list-style-type: none"> <li>• Chapter 15: Data processing and fundamental data analysis</li> <li>• Chapter 19: Communicating the research results</li> </ul>	
	11/23	Thanksgiving break- No class	
15	11/28	Report findings	
	11/30	Report findings	Preliminary findings report due @ 9 p.m.
16	12/5	Final presentations	
	12/7	Final presentations Final review	Assignment III (edited secondary research, edited focus group + survey report) due @ 9 p.m.
17	12/14	1:30-4:00 p.m. Final Exam (Chapter 9, 11, 13, 15, 19) in ST-F 100 <a href="http://registrar.ku.edu/fall-2016-final-exam-schedule">registrar.ku.edu/fall-2016-final-exam-schedule</a>	