

Syllabus for  
**ADV 320—Communications Research**  
3 Credit Hours  
Fall 2017

I. COURSE DESCRIPTION

Students are introduced to commonly used marketing, advertising and public relations research methods including survey research, focus groups, experiments and content analysis. Research requires hands-on learning. Students will complete multiple research projects which reflect industry research experiences.

This course also synthesizes the founding purpose of the University in its commitment to the historic faith, and the student's relationship to God, humanity and the universe. In addition, the professor's role is to provide an environment conducive to whole-person development; therefore, the course includes discipleship and the calling of our Lord as He so leads throughout the semester.

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Critically think about research and its role in business problem-solving;
- B. Learn proper methods of research including use of databases and new technologies in conducting research;
- C. Understand the importance of diversity in research design and execution;
- D. Interpret significance through data analysis in qualitative and quantitative research;
- E. Apply research to public relations and advertising campaign objectives and communicate these through brief writing and other forms of communication.
- F. Gain a realistic and comprehensive overview of the performance of firms and agencies related to the business of research.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Terminal Objectives

As a result of successfully completing this course, the student will be able to:

- A. Perform basic survey research and/or content analysis in both traditional and new technology channels;
- B. Identify and evaluate other quantitative methodologies;
- C. Perform basic qualitative research including focus/panel groups in both traditional and new technology channels;
- D. Perform basic unobtrusive observational research and/or participant observational research;
- E. Identify and evaluate other qualitative methodologies;
- F. Analyze primary research data;
- G. Describe and apply findings to campaign goals, objectives and strategies; and,
- H. Communicate these through a research brief.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Textbook

Treadwell, D. (2016). *Introducing communication research: Paths of inquiry* (3rd ed.).

## V. POLICIES AND PROCEDURES

### A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
  - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
  - b. Failing to meet group assignment or project requirements while claiming to have done so;
  - c. Failing to cite sources used in a paper;
  - d. Creating results for experiments, observations, interviews, or projects that were not done;
  - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
  - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

### B. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced 2% for each absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.

2. **Administratively Excused Absences**—Students who must miss class for University-sponsored activities must follow these procedures:
  - a. Inform the professor before the event.
  - b. Arrange to complete missed work within one week.
  - c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
  - d. Present an administrative excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Please be on time.
4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. Late work is assessed a 50% deduction before grading.
5. **Literacy**—The Communication and Media Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.
6. **Whole Person Assessment**—Refer to the Communication and Media WPA handbook for policies at <http://oru.edu> by clicking on **Current Students**, > **Resources**, then **Whole Person Assessment** (via pop up window). Use the **ePortfolio links** for this course under Content on D2L to submit artifacts.

C. Course Policies and Procedures

1. Evaluation Procedures  
Projects and in-class assignments (70%); quizzes (30%) of the course grade.
2. Whole Person Assessment Requirements: Two artifacts. See above.
3. Other Policies and/or Procedures  
Any examination not taken at the scheduled time due to an excused absence must be made up at a time arranged with or by the instructor. Generally, tests missed for an unexcused absence cannot be made up. The University's \$15.00 late-test fee must be paid in advance.

## VI. PROPOSED COURSE CALENDAR

Fluctuations in the course schedule due to University-wide events and other learning opportunities are unforeseen, and may change the proposed course calendar.

WEEK	TOPIC	READINGS, VIDEOS, QUIZZES	PROJECTS
1	Getting started. Overview of Semester, Syllabus, Projects, Assignments and Quizzes	Ch. 01 – Getting Started: Possibilities and Decisions. <u>**Reading Ch.11 is recommended –</u> Watching And Listening: Qualitative Research For In-Depth Understanding.	
2	Research methods overview	Ch. 02 – First Decisions: What? Why? How? D2L: Observational Research Field Book	Project #1 Assigned: A Semiotic Study of Christian University Culture (Research Deck) In-Class: Sign Privacy Pledge

3	The History of Comm Research; Ethics	Ch. 03 – Ethics: Your Responsibilities as a Researcher. Video: The Century of Self, Parts 1 & 2	<b>Project #1 DUE:</b> A Semiotic Study of Christian University Culture (Research Deck) in D2L
4	Bibliographic research. ORU Library Competitive Intelligence Workshop	Ch. 04 – Reading Research: To Boldly Go Where Others Have Gone Before.	Project #2 Assigned: Competitive Analysis
5	ORU Library Competitive Intelligence Workshop Continues		Continue Working: Competitive Analysis
6	Measurement	Ch. 05 – Measurement: Research Using Numbers.	<b>Project #2 DUE:</b> Competitive Analysis Project #3 Assigned: Defining the Competitive Position
7	Statistics	Ch. 06 – Chapter Six: Summarizing Research Results: Data Reduction And Descriptive Statistics.	<b>Project #3 DUE:</b> Defining the Competitive Position
8	Sampling	Ch. 08 – Sampling: Who, What and How Many?	Project #4 Assigned: National Consumer Survey: Participant Recruitment Project #5 Assigned: Retail Deployment Study
9	FALL BREAK		Project #4 Continues: National Consumer Survey: Participant Recruitment Project #5 Continues: Retail Deployment Study
10	Surveys: Writing	Ch. 09 – Surveys: Putting Numbers on Opinions.	<b>Project #4 DUE:</b> National Consumer Survey: Participant Recruitment Summary <b>Project #5 DUE:</b> Retail Deployment Study
11	Surveys: Recruitment		Project #6 Assigned: The Research Report
12		Chapter 12: Content Analysis	Project #7 Assigned: Methodology and Findings
13	Writing Research	Ch 14 – Chapter Fourteen: Writing And Presenting Research	<b>Project #7 Due:</b> Methodology and Findings Project #8 Assigned: Insights and Recommendations
14	Designing the Research Report	Assigned: InDesign Tutorials	<b>Project #8 DUE:</b> Insights and Recommendations
15	The Business of Research		<b>Project #6 DUE:</b> The Research Report Extra Credit Due in D2L
16	FINALS WEEK	Finals Quiz	Extra Credit: Student Opinion Survey

## Course Inventory for ORU's Student Learning Outcomes

### ADV 320—Communications Research Fall 2017

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Addresses the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Addresses the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
<b>1</b>	<b>Outcome #1 – Spiritually Alive</b> Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
<b>2</b>	<b>Outcome #2 – Intellectually Alert</b> Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			
<b>3</b>	<b>Outcome #3 – Physically Disciplined</b> Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	
<b>4</b>	<b>Outcome #4 – Socially Adept</b> Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences		X		
4D	Responsible citizenship		X		
4E	Leadership capacity	X			