

Academic Year: (2023 / 2024)

Review date: 12-07-2020

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES**COMPETENCES**

CB6, To have and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

CE5, To identify research problems and apply the most relevant qualitative and quantitative methodologies and tools in each case for the study of communicative phenomena in Advertising.

LEARNING OUTCOMES

Knowledge of the main research designs applicable to the process of creation and control of communication campaigns.

Knowledge of the main qualitative and quantitative indicators relevant to measuring the impact of communication.

Analysis of data obtained in research applied to communication and advertising using various methodologies.

Drawing up conclusions and reports on the basis of the analyses carried out.

To present the results of the research in a clear and understandable way.

DESCRIPTION OF CONTENTS: PROGRAMME

Part I provides an introduction to issues related to research in general. It provides students with a framework for planning and conducting communication and advertising research (Topic 01) and introduces students to ethical considerations in research, including research ethics in an online environment (Topic 02).

Part II discusses sources of information in research. It includes key learnings on secondary information (Topic 03), and sampling (Topic 04).

Part III focuses on qualitative research. It first introduces students to a broad range of qualitative data collection techniques including qualitative interviewing, projective techniques, repertory grid, and laddering (Topic 05). Topic 06 discusses planning and conducting focus groups. Finally, students will be offered detailed guidance for the analysis of qualitative data (Topic 07).

Part IV complements the qualitative discussion with a focus on quantitative research. Part IV's first segment (Section 1/3) consists of an overview of observation research (Topic 08), discussing human and automated observation of consumer behavior, including the observation of online behaviors. Topic 09 helps students understand the different options for collecting survey data and possible issues related to response rates.

The second segment of Part IV (Section 2/3) focuses on data collection. After a discussion of measurement and related issues (Topic 10), students will learn how to phrase and construct survey questions (Topic 11), and how to design a questionnaire (Topic 12).

Part IV's last segment includes an overview of experimentation techniques (Topic 13) followed by an introduction to quantitative data analysis via descriptive and inferential statistics (Topics 14 and 15).

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Theoretical-practical classes

Tutoring

Group work

Individual work

TEACHING METHODOLOGY

-Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.

-Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.

-Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.

-Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.

-Assignments and reports done by students in an individual or group manner.

ASSESSMENT SYSTEM

Class Participation: 10% (Individual - Theory)

Weekly Assignments (5): 10% (Individual - Theory)

Critical Reviews (2): 10% (Individual - Practice)

Research Project: 20% (Group - Practice)

Final Examination: 50% (Individual - Theory)

Class attendance is compulsory and participation in class discussions and exercises is expected.

Students must assist to a minimum of 80% of the classes to get access to the final exam.

Student must pass the final exam (min. 5/10) in order to pass the course.

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice.

Using mobile phones/computer during class for personal activities such as reading/writing email, surfing the Web, playing games, etc. is not only distracting and counter-productive but also strictly forbidden.

You will be penalized on your final mark (i.e., Class Participation) should you decide to do so anyways.

Any form of recording during the class (e.g., audio, video, etc.) is permitted only with prior consent of the lecturer.

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

- - Course package (including slides and selected readings)., -, -

- Berger, A.A. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, 2015, Sage Publishing, 2015

- Davis, J.J. (2012). Advertising Research: Theory & Practice, 2nd Edition. , Pearson Education., -

ADDITIONAL BIBLIOGRAPHY

- Berger, A.A. (2015). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches., SAGE Publications., .

- Bryman, A. (2015). Social research methods., Oxford university press., .

- Malhotra, N.K. (2007). Marketing Research: an Applied Orientation, 5th Edition. , Pearson Education., .

- Neuman, W.L. (2011). Social Research Methods: Qualitative and Quantitative Approaches, 7th Edition., Pearson Education. , .

- Shintaro Okazaki Handbook of research on international advertising, Massachusetts : Edward Elgar Publishin, 2014
- Shiu, E.C., Hair, J., Bush, R., & Ortinau, D. (2009). Marketing research. , McGraw-Hill Higher Education., .
- Treadwell, D. Introducing Communication Research: Paths of Inquiry. , SAGE., 2016