



COURSE NAME: RESEARCH METHODOLOGY IN COMMUNICATION AND ADVERTISING

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION
Prof. Jean-Philippe Charron

ECTS.
3

TERM: 1º

COURSE TIMETABLE
WEEKLY PLANNING

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	Nature and process of Ad Research	X			Lectures and student's work	1,5	2
	2	Research Ethics	X			Lectures and student's work	1,5	2
2	3	Secondary Research	X			Lectures and student's work	1,5	2
	4		X			Lectures and student's work	1,5	2
3	5	Collecting Qualitative Insights	X			Lectures and student's work	1,5	2
	6	Focus Groups	X			Lectures and student's work	1,5	2
	7	Analysis of Qualitative Data	X			Lectures and student's work	1,5	2
4	8	Observation Research	X			Lectures and student's work	1,5	2
	9	Data Collection Through Surveys	X			Lectures and student's work	1,5	2
	10	Measurement	X			Lectures and student's work	1,5	2
5	11	Writing Survey Questions	X			Lectures and student's work	1,5	2
	12	Questionnaire Design	X			Lectures and student's work	1,5	2
6	13	Experimentation	X			Lectures and student's work	1,5	2
	14	Descriptive Statistics Inferential Statistics	X			Lectures and student's work	1,5	2
Subtotal 1							21	28
Total 1 (Attendance hours and student's work hours between weeks 1 to 6)								49
7-8	Submission of assignments						8	
	Tutorial time. Meeting with students.						2	
	Final exam preparation						16	
Total 2 (Student's work hours between weeks 7 to 8)								26
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)								75