Assumption University

ALBERT LAURENCE SCHOOL of Communication Arts

department of advertising

Course Outline 2/2017

Course No. : AD3119 Advertising and Marketing Communication Research

Prerequisite : CA3011 Communication Arts Research

Lecturer(s) : A. Prichaya Manmin (Ph.D.)

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Assumption University Identities:

1. Effective English communication
2. Moral and ethics
3. Entrepreneurship

Albert Laurence School of Communication Arts Vision:

1. To be a community of professionals in the field of communication arts
2. To be inspired through the pursuit of learning through service
3. To engage in the pursuit of excellence

Albert Laurence School of Communication Arts graduates are:

1. creative thinking with high personal integrity
2. professionally competent who are also ethically sound and socially responsible
3. flexible to changes in the communication industry

Department of Advertising Vision:

The Department of Advertising, Albert Laurence School of Communication Arts, offers practical and highly academic curriculum in Advertising to produce business-minded and creative graduates with ethics, social responsibility and cultural sensitivity in order to remain competitive locally, regionally and globally.

Department of Advertising Mission:

The mission of the Department of Advertising, Albert Laurence School of Communication Arts, is to provide three integral components of advertising namely:

1. Adverting principles, branding principles, marketing principles and integration of traditional and new marketing communication tools and media.
2. Teaching and learning environment that encourages business and creative practices that align and network with the advertising industry.
3. Activities that instill ethics, social responsibility, and cultural sensitivity to prepare students to work globally with success.

Course Description

Various roles of advertising and marketing communication research in advertising and brand communication, implication of research methodology and process, including conducting quantitative and qualitative research as part of campaign planning.

# Course Objectives

1. To familiarize students with the advertising and marketing communication research procedures and methods.
2. To apply research finding in developing effective communication strategies and campaign.

Reference Texts

Davis, J. J. (1997). *Advertising Research, theory and practice*. Upper Saddle River, NJ: Prentice-Hall, Inc.

Zikmund, W.G. & Babin, B.J. (2010). *Exploring Marketing Research* (10th ed.).

China: South-western Cengage Learning.

# Mark Allocation

Assignments and Exercises 50%

(In-class exercises, Take-home assignments)

Quiz 10%

Project Presentation 20%

Mid-term examination 20%

Total 100%

## Grading System

|  |  |  |  |
| --- | --- | --- | --- |
| A | 90 – 100 | C+ | 65 – 69 |
| A- | 85 – 89 | C | 60 – 64 |
| B+ | 80 – 84 | C- | 55 – 59 |
| B | 75 – 79 | D | 50 – 54 |
| B- | 70 – 74 | F | 0 – 49 |

Attendance

1. According to the university’s policy on attendance, students are required to attend at least 80% of the course.
2. Students who are absent for more than 80% of the course will not be eligible to take the final examination and receive “W” for their grades.
3. Students who show up 15 minutes after the class had started but no later than 30 minutes will be considered as late. If the student is considered late for 3 times, it will be equal to 1 absent.
4. Students who show up 30 minutes after the class had started will be considered as absent.

Submission of Assignments

1. An assignment is due in class within one week or otherwise stated.
2. Students must write on each assignment file the course code and course title, section, assignment/project title, name of student(s), their ID number and/or other additional information specified by the lecturer.
3. Students who submit any assignment late would receive at most 50% of the mark for that particular assignment and if submit later than 3 days after due date would receive “0” for that assignment.

Plagiarism and Ethical Policy

1. Students are expected to maintain a high level of responsibility with respect to academic honesty.
2. Plagiarism: Academic dishonesty includes copying another student’s work or the submission of student’s work which are not entirely his/her own (plagiarism) can result in disciplinary actions following the University regulations.

### Tentative Course Schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Sec | Date | Content | Class Format |
| 1 | 401  402 | Jan 10, 2018 | * Course Introduction | * Class Introduction |
| 2 | 401  402 | Jan 17, 2018 | * The Nature of Advertising and Marketing Communication Research and Some Ethical Concerns | * Lecture |
| 3 | 401  402 | Jan 24, 2018 | * The process of Advertising and Marketing Communication Research * Primary and Secondary Research | * Lecture * Research Proposal Assignment |
| 4 | 401  402 | Jan 31, 2018 | * Sampling | * Discussion * Lecture * Sampling, In-class Exercise (2.5%) |
| 5 | 401  402 | Feb 7, 2018 | * Qualitative Research: Techniques and Analysis | * Discussion * Lecture * Qualitative Research Technique, In-class Exercise (2.5%) |
| 6 | 401  402 | Feb 14, 2018 | * Qualitative Research: Techniques and Analysis | * Discussion * Lecture * Qualitative Research Technique, In-class Exercise (2.5%) |
| 7 | 401  402 | Feb 21, 2018 | * Quantitative Research: Questions Design and Development | * Discussion * Lecture * Questions Design and Development, In-class Exercise (2.5%) |
| 8 | 401  402 | Feb 28, 2018 | * Quantitative Research: Questions Design and Development | * Discussion * Lecture * Questions Design and Development, In-class Exercise (2.5%) |
| Mid-term Examination 20%  13/03/2018 (12:00-14:00) | | | | |
| 9 | 401  402 | Mar 14, 2018 | * Research Proposal Hand-in * Quantitative Research Field Work | * Discussion * Research Proposal submission (10%) * Field work |
| 10 | 401  402 | Mar 21, 2018 | * Qualitative Research Analysis | * Qualitative Research Analysis * In-class Exercise (2.5%) |
| 11 | 401  402 | Mar 28, 2018 | * Quantitative Research: Measurement and Descriptive Analysis (Descriptive Analysis) | * Discussion * Lecture * Descriptive Analysis, In-class Exercise (2.5%) |
| 12 | 401  402 | Apr 4, 2018 | * Quantitative Research: Measurement and Descriptive Analysis (Inferential Analysis) | * Discussion * Lecture * Inferential Analysis, In-class Exercise (2.5%) |
| 13 | 401  402 | Apr 18, 2018 | * Project Advising | * Discussion |
| 14 | 401  402 | Apr 25, 2018 | * Quiz | * Quiz (10%) |
| 15 | 401  402 | May 2, 2018 | * Project Presentation (Quantitative and Qualitative) | * Group Projects and Presentations 20% * SPSS Data/ 100 sets of Questionnaires Assignment hand-in (10%) * QL Script and QL Transcript hand-in (10%) |
| No Final Examination | | | | |