

Cover Sheet: Request 12063

ADV 3500

Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Huan Chen huanchen@ufl.edu
Created	11/16/2017 1:08:39 PM
Updated	11/20/2017 1:36:30 PM
Description of request	We require to change the title of ADV 3500 from Advertising Research to Digital Insights. We also update the content of the course to better prepare our students for today's job market.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Huan Chen		11/20/2017
ADV 3500 Digital Insights_syllabus sample.docx					11/20/2017
College	Approved	JOU - College of Journalism and Communications	Huan Chen		11/20/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/20/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|Modify for request 12063

Info

Request: ADV 3500

Description of request: We require to change the title of ADV 3500 from Advertising Research to Digital Insights. We also update the content of the course to better prepare our students for today's job market.

Submitter: Thomas Kelleher tkell@ufl.edu

Created: 11/20/2017 11:16:54 AM

Form version: 3

Responses

Current PrefixADV

Course Level3

Number 500

Lab Code None

Course Title Advertising Research

Effective Term Earliest Available

Effective Year Earliest Available

Requested Action Other (selecting this option opens additional form fields below)

Change Course Prefix?No

Change Course Level?No

Change Course Number?No

Change Lab Code?No

Change Course Title?Yes

Current Course TitleAdvertising Research

Proposed Course TitleDigital Insights

Change Transcript Title?No

Change Credit Hours?No

Change Variable Credit?No

Change S/U Only?No

Change Contact Type?No

Change Rotating Topic Designation?No

Change Repeatable Credit?No

Change Course Description?Yes

Current Course DescriptionThe acquisition, evaluation and analysis of information for advertising decisions. Emphasis on understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies and analyzing data.

Proposed Course Description (50 words max)The acquisition, evaluation, analysis, and interpretation of data for communication and persuasion decisions in different social and cultural contexts. Emphasis on understanding the ecology of the digital world and culturally diverse society, learning analytic tools and research methods, interpreting and communicating analytics results, and generating insights for strategic recommendations.

Change Prerequisites?Yes

Current Prerequisites3JM ADV; STA 2023; minimum grades of C in ADV 3008, MAR 3023 and MMC 2100.

Proposed PrerequisitesADV; STA 2023; minimum grades of C in ADV 3008 and MAR 3023.

Change Co-requisites?No

RationaleThe major purpose of the revision is to help students to grasp knowledge and skills of advertising research required in today's technologically evolving and culturally diverse world.

As part of our proposed new curriculum structure, we will require all advertising majors in both tracks – the Advertising Agency Track and the Strategic Messaging Track – to take ADV 3500 to learn the acquisition, evaluation, analysis, and interpretation of data for communication and persuasion decisions in different social and cultural contexts.

MMC 2100 will not be required under the proposed new curriculum, and therefore is dropped as a prerequisite.

ADV 3500

Digital Insights

ADV 3500 Section 1A41

Time: Tuesday 11:45 am to 1:40 pm & Thursday 11:45am to 12:35 pm

Location: Weimer Hall 1094

Fall 2018

Instructor

Dr. Huan Chen

huanchen@jou.ufl.edu

392-0447

2074 Weimer Hall

Office Hours: T/TH 10:30 am to 11:30 am

Course Description

This course will acquaint students with knowledge and skills of doing research and generate insights in today's digital world. ADV 3500 will provide information for decision making to solve communication and persuasion problems and issues in different social and cultural contexts. Students will gain an understanding of the ecology of the digital world and culturally diverse society, as well as learn various analytic tools and research methods that could be applied to generate insights and facilitate decision making in such an environment.

Course Learning Objectives

After taking this course, you should be able to:

- Understand today's digitalized and culturally diversified environment
- Understand the basic consumer/audience/data concepts that have analytics implications
- Understand the characteristics, value, and use of major digital marketing/communications and media analytics
- Understand the major analytics tools and process for developing competitive intelligence
- Understand the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation
- Understand how to conduct qualitative and quantitative research and generate insights in the digital environment
- Understand how to best communicate the analytics and research results to others

Recommended Text

Albee, Ardath and Peter Vassallo (2015), *Digital Relevance: Develop Marketing and Strategies that Drive Results*, New York: Palgrave Macmillan.

Erl, Thomas, Wajid Khattak, Jerry Hudson and Paul Buhler (2016), *Big Data Fundamentals: Concepts, Drivers & Techniques*, Upper Saddle, NJ: Prentice Hall.

Prerequisites

The prerequisites for ADV 3500 are ADV; STA 2023; minimum grades of C in ADV 3008, and MAR 3023.

Tentative Schedule (subject to change with adequate notice to participants)

Week 1

Doing research in a digitalized and culturally diversified world

Week 2

Small data, big data, and deep data

Week 3

Communication insights and intelligence

Week 4

Digital marketing and communication analytics

Week 5

Media audience and consumer analytics

Week 6

Competitive intelligence analytics

Week 7

Modelling, metrics, and analytics

Week 8

Measurement: advanced metrics

Week 9

Conducting qualitative research in the digital era

E-interviews

Online focus groups

Netnography

Week 10

Conducting qualitative research in the digital era

E-interviews

Online focus groups

Netnography

Week 11

Conducting quantitative research in the digital era

Innovative experiments (neuroscience, simulation, virtual reality, and more)

E-survey & M-survey

Week 12

Conducting quantitative research in the digital era

Innovative experiments (neuroscience, simulation, virtual reality, and more)

E-survey & M-survey

Week 13

From data to insights: Communicating the analytic and research results

Week 14

From data to insights: Communicating the analytic and research results

Week 15

Meet with instructor

Week 16

Project presentation

Evaluation of Grades

Assignment	Total Points	Percent of Grade
Assignments <ul style="list-style-type: none">• Small assignment *4• Big assignment * 2	300	30%
Exam 1	100	10%
Exam 2	100	10%
Exam 3	100	10%
Project	300	30%
Participation	100	10%
TOTAL	1000	100%

Grading Policy

Score	Percent	Grade	Grade Points
934-100	93.4-100	A	4.00
900-933	90.0-93.3	A-	3.67
867-899	86.7-89.9	B+	3.33
834-866	83.4-86.6	B	3.00
800-833	80.0-83.3	B-	2.67
767-799	76.7-79.9	C+	2.33
734-766	73.4-76.6	C	2.00
700-733	70.0-73.3	C-	1.67
667-699	66.7-69.9	D+	1.33
634-666	63.4-66.6	D	1.0
600-633	60.0-63.3	D-	0.67
0-599	0-59.9	E	0.00

More information on grades and grading policies is here:

<https://catalog.ufl/ugrad/current/regulations/info/grades.aspx>

Class Attendance and Make-Up Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Student Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing

appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Materials and Supplies Fees

There are no additional fees for this course.

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.