
DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **ADVERTISING RESEARCH**

Level: SECOND

Semester: SECOND

Type (Basic/Compulsory/Elective subject): Compulsory

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

The main objective of the Advertising Research subject is to provide students with a global vision of the research, methods and techniques used in Advertising and Public Relations, both to analyze the media and its audiences as well as the control and effectiveness of communication products.

3. SITUATION

Previous knowledge and skills:

It is necessary to have prior knowledge acquired during the first two years of the Degree in Advertising & Public Relations.

Internet basics and Microsoft Office (or similar).

Medium level: E-mail, web browsers, social networks, etc.

Excellent attention to detail and teamwork.

Recommendations:

For a proper follow-up of the subject and development of different tasks proposed, it might be necessary to use a tablet or laptop.

Following the latest daily news and becoming familiar with the main companies' communication strategies.

Adaptation for students with special needs:

Students with special educational needs: Access will be provided to students with motor disabilities, both spade work and technical equipment. Likewise, the necessary means will be provided to students with audiovisual or auditory disabilities through personal equipment to improve reception, such as microphones for teachers and receivers with headphones for students; individual screens for viewings or monitored by headset.

Students with high intellectual abilities: Due to the aim of achieving greater development in work skills and other complementary professional profiles, individual guided research exercises are proposed, as well as advanced practical activities.

Foreign students: These lectures will be taught in English, so the professor will be able to solve any doubt or question.

4. OBJECTIVES AND COMPETENCIES

Objectives:

The objective of Advertising Research is to provide students with a global vision of the research methods and techniques used in Advertising and Public Relations, both to analyze the media and their audiences as well as the control and effectiveness of communication products.

Competencies

Specific competencies:

E08. Ability to define scientific analysis and design research projects. Scientific, motivational and sociological research, applied to advertising and relationships with which they contribute to the development of audiovisual languages and their objective interpretation.

E09. Capacities and abilities to know how to apply research throughout the process of communication, both in its aspects before and after the development of the actions of communication to evaluate the results. Theoretical-practical learning of the research process.

E10. Learning qualitative and quantitative evaluation of communication processes.

E11. Ability for semiotic analysis of advertising discourse and knowledge of creative concepts aimed at creating advertising messages.

General competencies:

G06. Order and method: ability to organize and schedule tasks, performing them in an orderly manner, logically adopting the priority decisions in the different processes of a communication campaign.

5. COURSE CONTENTS OR THEMATIC SECTIONS

Part 1: Foundations.

Part 2: Sources of information.

Part 3: Qualitative Research.

Part 4: Quantitative Research.

Part 5: Applied Topics.

6. LIST OF TOPICS

Topic 1: Introduction. Concepts and Methodology.

Topic 2: Research Applied to Advertising.

Topic 3: Methodology: Qualitative and Quantitative.

Topic 4: Focus Groups and Interviews.

Topic 5: Ethnography.

Topic 6: Surveys.

Topic 7: Content Analysis.

Topic 8: Sampling, reliability and validity.

Topic 9: Analysis of Data.

Topic 10: Audience.

7. METHODOLOGY AND TEACHING TECHNIQUES

The convergence of training activities and methodology aims to be, as far as possible, an active, participatory and dynamic process. We must not forget that the objects of study that correspond to this subject must be attractive for students, which will help to maintain their attention and develop their work with enthusiasm.

The objective of these sessions consists in the theoretical-practical exposition of basic concepts and ideas for the development of the subject. In general, the following structure, organized in the three phases, succinctly explains the way of working:

Initial: It will tend to check the previous ideas of the students regarding the content of the subject, in order to adapt our lessons to the cognitive level of the students. To succeed, we will proceed to raise a number of issues that allow us a first approximation to the ideas of the students on the subject and offer a first and basic explanation.

Development: Exhaustive exposition of theoretical and practical contents corresponding to the subject. The lectures and ordinary sessions will be complemented by the use of audiovisual media that serves as a reference support for the explanation of the contents.

Final: Presentation of exercises on the subject studied in the corresponding subject, which contemplates a wide range of questions, both theoretical and practical, and which allows us to evaluate the degree of achievement of the objectives and, therefore, the progress of the process of teaching-learning. On the other hand, it encourages reflection and active participation by students, allowing a set of teacher-student interaction.

Individual and group practices: Directed and supervised by the professor. The practical activities are a useful tool for students to understand the contents and develop their knowledge. The fundamental purpose of this type of activity is to favour the acquisition of the skills and abilities, both intellectual and professional, necessary to know the process of research.

8. ASSESSMENT CRITERIA

Assignments (50%): The students must deliver the practices explained in the classroom and published on the platform, at the time and date set by the professor for them. It will provide information to us in a continuous and timely manner, through the development of practical work and investigations. We will check the student's level of comprehension, level of written expression, if they have understood the essential content and related ideas, if they make outlines and summaries, as well as the order, care and dedication in carrying their practical work up to date.

Exams (50%): The students will have the possibility of carrying out a test every two or three units. Among the wide range of testing possibilities that exist, there will be some questions (between four and six) related to the theoretical content and the application and analysis of practical assumptions.

In case of failing any part, there will be a final exam as an option to success.

Final grades: 50% theory and 50% practice. If any student does not succeed, there will be a final exam to achieve the goal.

Attendance: above 80%.

Second and third call will consist of an exam (all units included) and every assignment done during the course (related to the subject).

9. REFERENCES

Joel J. Davis, "Advertising Research: Theory and Practice".

Charles E. Young, "The Advertising Research Handbook".

Jon Steel, "Truth, Lies and Advertising: The Art of Account Planning".