

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of study	Communication Science
1.5 Level of study	Master
1.6 Study program / Qualification	Public Relations and Advertising

### 2. Information about the discipline

2.1 Discipline title	<b>RESEARCH METHODS IN PR AND ADVERTISING</b>						
2.2 Course lecturer	Assoc. Prof. Ioana Iancu PhD						
2.3 Seminar assistant	Assoc. Prof. Ioana Iancu PhD						
2.4 Year of study	1 <sup>st</sup>	2.5 Semester	1 <sup>st</sup>	2.6. Evaluation type	Final examination	2.7 Discipline type	Mandatory

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					10
Supplementary documentation in the library, on electronic platforms and in the field:					5
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					5
Tutorials					2
Examinations					
Other activities: .....					
3.7 Total hours of individual study	60				
3.8 Total hours per semester	120				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

### 5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>Defining the research methods (quantitative and qualitative) used within the public relations and advertising domains.</li> <li>Explaining the rules for creating a professional literature review.</li> <li>Explaining the research design.</li> <li>Analyzing the data.</li> <li>Developing the capacity to work with specialized softs (as SPSS)</li> <li>Developing the capacity of creating empirical projects.</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>Communication skills</li> <li>Critical thinking</li> <li>Capacity of debating and on presenting arguments</li> <li>Capacity of predicting</li> <li>Capacity of analysis</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> <li>By attending this course, students will acquire basic knowledge and skills about research methods. Using this knowledge, they will be able to apply it into any communication field.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Understanding the research methods and their purposes</li> <li>Learning to create a literature review</li> <li>Learning to use specialized softs</li> <li>Learning to create a complex empirical research</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. An introduction to seminar requests	Oral presentation and discussions	
2. How research is used in PR and advertising campaigns. Case studies	Oral presentation and discussions	
3. Development of the literature review	Oral presentation and discussions	
4. The steps of a research. Qualitative and quantitative research methods	Oral presentation and discussions	
5. Interview	Oral presentation and discussions	
6. Focus-group	Oral presentation and discussions	
7. Content analysis	Oral presentation and discussions	
8. Observation	Oral presentation and discussions	
9. Discussions on the peer reviews	Oral presentation and discussions	
10. Opinion survey. Quantitative data analysis	Oral presentation and discussions	

11. SPSS (1)	Oral presentation and discussions	
12. SPSS (2)	Oral presentation and discussions	
13. Experiment	Oral presentation and discussions	
14. Recapitulation	Discussions	

**Bibliography:**

Franses, Philip Hans, Richard Paap, Quantitative Models in Marketing Research, Cambridge University Press, 2004.

Malhotra, Naresh K. (Ed.), Review of Marketing Research, Vol. 2, M.E. Sharpe, 2006.

Moisander, Johanna and Anu Valtonen, Qualitative Marketing Research. A Cultural Approach, Sage Publication, 2006.

Okazaki, Shintaro (Ed.), Advances in Advertising Research. Breaking New Ground in Theory and Practice, Vol. II, Gabler, 2011.

Rugg, Gordon and Marian Petre. A Gentle Guide to Research Methods. Open University Press, Berkshire, 2007.

Shukla, Paurav, Marketing Research, Ventus Publishing, 2008.

8.2 Seminar / laboratory	Teaching methods	Observations
1. An introduction to seminar requests	Class discussions & fieldwork debriefing	
2. How research is used in PR and advertising campaigns. Case studies	Class discussions & fieldwork debriefing	
3. Development of the literature review	Class discussions & fieldwork debriefing	
4. The steps of a research. Qualitative and quantitative research methods	Class discussions & fieldwork debriefing	
5. Interview	Class discussions & fieldwork debriefing	
6. Focus-group	Class discussions & fieldwork debriefing	
7. Content analysis.	Class discussions & fieldwork debriefing	
8. Observation	Class discussions & fieldwork debriefing	
9. Discussions on the peer reviews	Class discussions & fieldwork debriefing	
10. Opinion survey. Quantitative data analysis (SPSS)	Class discussions & fieldwork debriefing	
11. Experiment	Class discussions & fieldwork debriefing	
12. Projects' presentations	Class discussions & fieldwork debriefing	
13. Projects' presentations	Class discussions & fieldwork debriefing	
14. Projects' presentations	Class discussions & fieldwork debriefing	

**Bibliography:**

Franses, Philip Hans, Richard Paap, Quantitative Models in Marketing Research, Cambridge University Press, 2004.

Malhotra, Naresh K. (Ed.), Review of Marketing Research, Vol. 2, M.E. Sharpe, 2006.

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Shukla, Paurav, Marketing Research, Ventus Publishing, 2008.

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

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**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Project	50%
10.5 Seminar/laboratory	Peer review on literature framework		10%
	Mid-term evaluation		10%
	Activities		30%
10.6 Minimum performance standard			
At the end of the semester, students should know details on each research method and how to apply them. Moreover, they should be capable to develop a comprehensive literature review and a methodological design and data analysis.			

Date  
October 2018

Course lecturer signature  
Assoc. Prof. Ioana Iancu PhD

Head of department's signature  
Prof. Ioan Hosu