

Babeş-Bolyai University, Cluj-Napoca, Romania  
Faculty of Political, Administrative and Communication Sciences  
Department of Communication, Public Relations and Advertising  
Master PR and Advertising, First year, First semester, 2019-2020

## **RESEARCH METHODS IN PR AND ADVERTISING** **- syllabus -**

**Instructor:** Assoc. prof. Ioana Iancu, PhD.  
**Office hours:** Wednesday, 10-12, room 5/1  
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### **1. Course description**

The course is designed to provide fundamental insights into the main concepts of research methods. 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. The classes are designed as dynamic and interactive. By combining lecture, group and individual activities, the students are required to permanently participate to discussions through questions, remarks or any valuable inputs.

### **2. Selective 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.

### **3. Grading and assignments**

#### **- Class activity – 3 points**

- **3 points** – in-class activity (6 activities required; 1 activity = 0,5 points)
  - An activity means consistent participation during the class discussions

#### **- Mid-term evaluation – 1 point**

- Mid-term written evaluation on previous knowledge discussed together
  - The date of the mid-term evaluation is the **14<sup>th</sup> of November 2019**

#### **- Peer review – 1 point**

- Peer-review means critically reading and evaluating the work of a colleague
- As the final project, described below, is formed of a theoretical part and an empirical part, the peer-review will be conducted by each student only on the theoretical part of the work of a colleague
- Thus, the theoretical parts of the final paper (at least 3 pages), described below, are due to the **7<sup>th</sup> of November 2019**
  - The theoretical parts will be sent to [iancu@fspac.ro](mailto:iancu@fspac.ro)

- Each theoretical part will be sent by the instructor to a certain student (random matching process)
- **Please send Word documents!**
- Only the students submitting the literature part will receive one for the peer review
- **IMPORTANT:** When writing the theoretical part of the final paper for the peer review process please include: TITLE, EMAIL, NAME, A SHORT INTRODUCTION (through which the peer will be able to understand the topic, the context of the topic, the research questions etc.)
- Based on the theoretical parts, the peer reviews should be conducted until the **14<sup>th</sup> of November 2019**, when they will be discussed in class
  - The peer review will be conducted on the computer by using the *Review - New comment* function in Word
  - The peer reviews will be sent both to [iancu@fspac.ro](mailto:iancu@fspac.ro) AND to the matched colleague
  - After the peer review process, the theoretical parts can be improved until the final deadline

#### - Final project – 5 points

- Each student must choose from the beginning of the semester a research topic in the advertising or public relation field and will develop a research paper based on that
- The final project consists of a research written in the same form as any research papers from the international journals (the instructor will send several scientific articles as examples)
- A research paper is composed of the following general parts: Title, Abstract, Keywords, Introduction, Theoretical framework (at least 10 scientific sources – journal articles + book, websites etc.), Methodological framework (at least one research method), Results and discussions, Conclusions, References, Appendixes (if it is the case – for instance, questionnaire, focus-group guide, interview guide etc.)
- The research must have around 4000-5000 word (Times New Roman, font size: 12, space: 1,5)
- The deadline for submitting the final paper is the **8<sup>th</sup> of December 2019** (by email, to [iancu@fspac.ro](mailto:iancu@fspac.ro))
- Each project will be presented during the last designated classes (based on pre-defined schedule)
  - A presentation will be no longer that 10 minutes (students can choose to use or not Power Point)
  - The students that will not present the project will lose 1 point

#### 4. Plagiarism policy

Academic integrity is one of the major values within this course. Plagiarism and cheating are not allowed and, if noticed, will be punished according to the Faculty rules (<https://fspac.ubbcluj.ro/ro/resurse/administrative/regulamente>). Any information, data or idea belonging to someone else must be signaled both within the text (footnote or text note) and within the reference list.

## **5. Class schedule**

**Week 1** – Introduction. How research is used in PR and advertising campaigns

**Week 2** –The steps of a research. Qualitative and quantitative research methods

**Week 3** – Interview

**Week 4** - Focus-group

**Week 5** – A research debate

**Week 6** - Content analysis. Observation

**Week 7** - Mid-term evaluation. Discussions on the peer reviews

**Week 8** - Opinion survey

**Week 9** - Experiment

**Week 10** - Quantitative data analysis (SPSS)

**Week 11** - *Presentations of the final papers*

**Week 12** - *Presentations of the final papers*

**Week 13** - *Presentations of the final papers*

**Week 14** - *Presentations of the final papers*