

RESEARCH PROJECT**COURSE:** FOURTH**SEMESTER:** SECOND**SUBJECT TYPE:** OBLIGATORY**CREDITS ECTS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [SOL GARCIA BERATTI](#)**OBJECTIVES:**

Students will learn to design, develop and implement a research project in Advertising, Marketing, and Public Relations, where they will apply appropriate tools and statistical sources, will define goals and strategies, will plan actions and will specialize in in-depth analysis of the results.

The specific aims of this course are:

- a) To provide the student with experience of conducting independent research, from formulating a research question to presenting findings in written and spoken form;
- b) To give the student an opportunity to study a topic related to Marketing, Public Relations or Advertising in great depth.

COMPETENCES:**GENERAL**

- **CB2** – Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- **CB3** – Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of social, scientific or ethical nature.
- **CG4** – Students are able to design and develop new ideas and projects that incorporate innovative concepts and methodologies.
- **CG5** – Students are able to detect new stimuli and formulate new challenges that allow them to adapt to changes and obstacles in a positive and creative way.

LEARNING OUTCOMES:

- **R1** – The student has the ability to structure, reason and present ideas coherently.
- **R2** – The student masters statistical tools and sources from a research perspective.
- **R3** – The student is able to define objectives and strategy and to plan actions.
- **R4** – The student is able to perform an in-depth analysis.

- **R5** – The student performs an in-depth analysis and demonstrates critical thinking.
- **R6** – The student expresses him/herself correctly orally and in writing.
- **R7** – The student is able to perform in complex situations or situations that require the development of new solutions in the academic, work or professional spheres within the field of study.
- **R8** – The student is able to transmit to all types of audiences (specialized or not) knowledge, methods, ideas, problems and solutions in their field of study with clarity and precision.
- **R9** – Identify their own training needs in their field of study and work or professional environment and organize their own learning with a high degree of autonomy in all types of contexts (structured or not).
- **R10** – Exhibits and defends with clarity and depth a final degree project in its field of study.

CONTENTS:

Research: An overview

- The basic types of research
- The purpose of research
- Research areas
- The purpose of research in Marketing, Public Relations, and Advertising
- What kind of problems might need a research study?
- Case study

Managing your research project

- Project planning: Phases, tasks and milestones
- Managing resources
- Contingency planning

Writing up your research project

- Getting started
- Writing as thinking
- Making writing a habit
- Reading as writing
- Writer's block
- General tips for better writing
- (re) Writing skills and sub-editing
- Software issues
- Managing feedback from your supervisor

The Key is in the reading: finding a project

- Research vs re-search: Where might ideas come from?
- Who cares? How to make your ideas 'interesting
- Management research and ideas
- Don't reinvent the wheel: Do something modest, delimited and realistic
- Make your ideas fit: Writing a research proposal

The Literature Review

- The purpose of the literature review
- Selecting a topic
- Searching the literature review
- Reading and reviewing the literature
- Critiquing the literature
- Writing the literature review
- Cases

Case Studies and data

- Primary and secondary data
- Case studies
- Collecting data
- Assessing the quality of secondary data
- Data analysis
- Verification methods
- Case study overview: Advantages and disadvantages

From Archives to the internet

- Archival sources
- Online research: using the internet and social media
- Examples

Qualitative data gathering techniques

- Interviews
- Focus groups
- Ethnography and observations
- Diaries
- Examples

Quantitative data gathering techniques

- The nature of quantitative research
- Defining dependent and independent variable
- Sampling and measurement
- Main measurement types
- Surveys
- Internal and external validity of quantitative results

Quantitative data analysis and approaches

- Data preparation

- Preliminary analysis
- Statistical techniques
- Large scale - big data

Plagiarism

- What is plagiarism and how to avoid it
- Plagiarism detection programs
- Fraud and the role of values in research

Information beyond research

- The importance of Neuromarketing.
- Body language: reading the hidden communications of research respondents.

EVALUATION SYSTEM:

There will be two mid-term exams (can be retaken) that will have a 50% value of the final mark. The other 50% value of the final mark is obtained by non-retaken activities (2 activities with a 10% weight each and 10 activities with a 3% weight each).

It is necessary for students to pass the partial exams (+ 50pts out of 100pts each) in order to do the average with the rest of the grades (activity grades). It is necessary to pass both parts: activities average equal/over 50/100 and exam equal/over 50/100. Their average will become the final grade.

If an activity involves an oral presentation, group students will be graded jointly for the written presentation but may receive a different grade in their oral presentation.

Non-attendance (and not justified) in those classes where an oral activity must be delivered, will be considered a "not delivered" activity, and will suppose a zero for that activity for the student who has not attended. Those who have justified their absence on the activity day will have, at most, 5 business days after the due date in order to upload (or send by email to the professor) a video with their oral presentation. If this is not done within those days it will be considered as not presented, hence a zero grade.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as well as in the open debates in class. The critical and analytical student vision and thinking will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates and the oral presentation of the activity in a group. The teacher will consider the progression and continuous evaluation of the student.

In the event that a student, having successfully developed the assignments of the continuous evaluation, suspends one or both of the partial exams, he / she will be able to recover them in the complementary period. Recoveries are available only for exams. Individual assignments and group activities are not susceptible to recover.

A student can fail the course for tasks not presented or suspended even though he/she has passed both exams.

Delivery	Weight and minimum grade
Group Activity # 1	10% weight
Group Activity # 4	10% weight

Delivery	Weight and minimum grade
Part 1 Exam (if failed will be retaken at complementary week)	25% weight Minimum required grade: 50/100
Part 2 Exam (if failed will be retaken at complementary week)	25% weight Minimum required grade: 50/100
Individual (or 2 members maximum) activities presentation - Activity # 2 + # 3 + # 5 through # 12 (total individual activities 10).	30% weight (10 points x 3% weight each)
Total	100%

Exams: It is a must for students to pass the both exams (+ 50pts out of 100) in order to do the average with the rest of the grades (activity grades). **Weight: 50%.**

METHODOLOGY:

The subject is face-to-face and combines the theoretical knowledge with its implementation in each session. Throughout the sessions, the teacher will expose program contents through the use of different learning methodologies, besides doing group & individual training activities to complement and put the knowledge into practice.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the acquired knowledge of each topic. This personal work consists of complying with the reading specified in the planning of the subject.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

Activity	Percentage weights	Competences and learning outcomes	Conditions	Dedication
Activity # 1: Controversial Ads - Case study: Marketing & PR Research related	10%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 6 hours
Activity # 2: Heading towards the TFG delivery: Skeleton & Planning	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 2 hours
Activity # 3: Report analysis & business opportunity identification: Nielsen FMCG and Retail	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Group activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 4 hours
Activity # 4: PESTEL: Social - Political - Economic Research related	10%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 9 hours

<p>Activity # 5: Heading towards the TFG delivery: Qualitative & Quantitative techniques: Assessing its potential use for the TFG</p>	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 3 hours
<p>Activity # 6: Report analysis & business opportunity identification: Nielsen Demographics</p>	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 4 hours
<p>Activity # 7: Heading towards the TFG delivery: Students will draft a progress report of their TFG and apply concepts seen in class.</p>	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 2 hours
<p>Activity # 8 through 11: Report analysis & business opportunity</p>	3% each	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9	Individual activity. Can't be recovered. It must be delivered on the designated	Reading and practice: 16 hours (4 hour per

identification: Nielsen Reports: Digital, Sports, Entertainment, Media, Innovation, Markets & Finance		R9	date.	activity aprox.)
Activity # 12: Heading towards the TFG delivery: Body language applied to a case & TFG	3%	CB2 - CB3 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8 - R9 - R10	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 5 hours
First Partial Exam	25%	CB2 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8	Can only be recovered at the complementary period. Must be passed with a minimum grade of 50/100	Minimum study time: 30 hours (includes home reading)
Second Partial Exam	25%	CB2 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8	Can only be recovered at the complementary period. Must be passed with a minimum grade of 50/100	Minimum study time: 30 hours (includes home reading)
Complementary exam	25% Part 1 & 25%	CB2 - CB3 - CG5 // R1 -		

	Part 2	R2 - R4 - R5 - R6 - R7 - R8 - R9		
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Total class hours: 58 hours. **Total dedication outside the classroom:** 111 hours.

Total time of dedication to the subject: 169 hours.

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