

## **RESEARCH PROJECT**

**COURSE:** FOURTH

**SEMESTER:** FIRST

**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

### **Managing your research project**

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

### **Information beyond research**

- Body language
- Reading the hidden communications of research respondents
- Non-verbal signals that we use to communicate

### **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

### **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

### Qualitative data gathering techniques

- Interviews
- Focus groups
- Ethnography and observations
- Diaries

### Quantitative data gathering techniques

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

### Quantitative data analysis and approaches

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

## EVALUATION SYSTEM:

### Course Grading

Delivery	Weight and minimum grade
Group Activity # 1	25% weight
Group Activity # 2	25% weight
Exam (if failed will be retaken at complementary week)	40% weight
10 Individual activities and class participation	10% weight (1% each)

Delivery	Weight and minimum grade
<b>Total</b>	<b>100%</b>

### Dates

- You can find detailed dates in the Planning of the subject

### Individual & Group Activities

- Group Activity # 1: applying Nielsen insights on FMCGs, Demographics and Digital to your company.
- Group Activity # 2: applying Nielsen insights on Entertainment, Media & Innovation and Markets & Finance to your company.
- Criteria of activity evaluation: Research done, creative thinking behind the homework, oratory skills & presentation tools.
- Way of submission for activities: written information in PDF and PowerPoint to be used in the oral presentation. Deliveries are **ONLY ACCEPTED through Moodle (not accepted by mail)** and the oral presentation will be held in class. Student must deliver just **ONE COPY per group**.

**Hand-in conditions:** Each activity hand-in conditions will also be mention in the guidelines provided by the professor though in the METHODOLOGY section it is specified.

As mentioned before, there will one written and individual exam, covering all of the contents seen in class, with a practical approach, and a weigh of 40% of the final grade; the remaining 60% will be obtained by individual and group activities which guidelines will be uploaded, at least, two weeks prior to its delivery date for group activities and one week prior to its delivery date for individual activities.

**The only item that is possible to be recovered in the week of recovery is the exam.**

**It is necessary for students to get, at least, + 40 pts out of 100 on the exam in order to do the average with the rest of the grades (activity grades). Non-assistance to the exam will result on a grade of 0 (zero).**

**It is necessary for students to get, at least, + 50 pts out of 100 on the activities average, in order to do the average with the exam.**

**To pass the subject, the average of activities and the exam has to be equal/over 50/100. Exam and activities average will become the final grade.**

**If a student gets a grade between 40 and 50 out of 100 in the exam, it is not necessary for him/her to take the complementary exam, as long as the activities average represent sufficient mark so that the final average of the subject is 50 out of 100 or higher.**

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 to oral presentations will result on a grade of 0 (zero) for the oral part for the student that did not attend.

#### **Scenarios for the oral presentation date:**

- Non-attendance (and not justified) in those classes where an activity must be delivered orally, will be considered as a "not delivered oral presentation", and will suppose a zero for that oral presentation for the absent student.
- Those students who know in advanced that they won't be able to assist to the oral presentation date and the absence is justified, must prepare a video with his/her part of the presentation in order to project the video while the rest of the group is making their oral presentation.
- Those student's that are absence on the delivery date due to unexpected reasons (illness) and can justified their absence on the activity day will have, at most, 3 business days after the due date in order to send a video, to the professor's email, with the presentation of the activity (their part + the rest of the group parts). If this is not done within those days it will be considered as not presented, hence a zero grade.

#### **Class participation**

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 when grading the activities.

### **METHODOLOGY:**

The subject is classroom/Live Streaming-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies. Besides making group activities in class to apply what was learned, students must do individual activities during their own personal hours.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class, complement them with the basic bibliography and have some exercises done.

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

Any student who does not sit the 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 exam (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.

### Oral presentations

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations for each homework must be done on the designated dates. If the student is missing that day, unjustified, this means a zero oral grade for that student. If the absence is justified, the student will make the presentation according to what was mentioned in the “Scenarios for the oral presentation date” section.

Any presentation format can be used (PowerPoint, Prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded in Moodle according to the guidelines of the activity that are available in Moodle. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero. For group activities students must deliver only 1 copy per group through Moodle and individual activities must be delivered by all of the students.

Hand-in conditions: Each homework-activity must have a PDF and a PowerPoint/Prezi presentation. Both have to be uploaded to Moodle.

Activity	Percentage weights	Competences and learning outcomes	Conditions	Dedication
<b>Activity # 1:</b> Nielsen insights on FMCGs, Demographics	25%	<b>CB2 - CB3 - CG4 - CG5 // R1 – R2 - R3 - R4 - R5 - R6 - R7 - R8 – R9</b>	Group activity. Can't be recovered. It must be delivered on the	Reading and practice: 15 hours

and Digital to your company (Mandatory)			designated date.	
<b>Activity # 2:</b> Nielsen insights on Entertainment, Media & Innovation and Markets & Finance to your company (Mandatory)	25%	<b>CB2 - CB3 - CG4 - CG5 // R1 - R2 - R3 - R4 - R5 - R6 - R7 - R8 - R9</b>	Individual activity. Can't be recovered. It must be delivered on the designated date.	Reading and practice: 15 hours
<b>10 Individual Activities</b> (Optional)	10%	<b>CB2 - CB3 - CG4 - CG5 // R1 - R2 - R3 - R4 - R5 - R6 - R7 - R8 - R9 - R10</b>	Can't be recovered. It must be delivered on the designated date.	Reading and practice: 40 hours
<b>Exam</b>	40%	<b>CB2 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8</b>	Can only be recovered at the complementary period.	Minimum study time: 40 hours (includes home reading)
<b>Complementary exam</b>	40%	<b>CB2 - CG4 - CG5 // R1 - R3 - R4 - R5 - R6 - R7 - R8</b>	40/100 minimum to do the average with	

			the rest of the grades	
--	--	--	---------------------------	--

- **Total class hours: Group A: 56 hours, B: 60 hours, Group C: 56 hours.**
- **Total dedication outside the classroom: 110 hours.**
- **Total time of dedication to the subject: Group A: 166 hours, B: 170 hours, Group C: 166 hours.**

### **BIBLIOGRAPHY:**

- **[ESERP online library]** - O’Gorman, Kevin D. and Robert MacIntosh. *Research Methods for Business and Management*. Goodfellow Publishers, 2015.
- Bell, Judith. *Doing Your Research Project: A Guide for First Time Researchers*. 6th ed. Maidenhead: Open University Press, 2014.
- Bordens, Kenneth S. and Bruce B. Abbot. *Research Design and Methods. A Process Approach*. 4th ed. Mountain View: Mayfield Publishing, 1999.
- Daymon, Christine and Immy Holloway. *Qualitative Research Methods in Public Relations and Marketing Communications*. 2nd ed. London and New York: Routledge, 2011.
- Greener, Sue. *Business Research Methods*. Ventus Publishing, 2008.
- Jugenheimer, Donald W. and Larry D. Kelly. *Advertising and Public Relations Research*. Milton Park & New York: Routledge, 2015.
- Phelan, Peter and Peter Reynolds. *Argument and Evidence. Critical Analysis for the Social Sciences*. London: Routledge, 1996.
- Pickering, Michael (ed.). *Research Methods for Cultural Studies*. Edinburgh: Edinburgh UP, 2008.
- Rozakis, Laurie. *Schaum’s Quick Guide to Writing Great Research Papers*. 2nd ed. London: McGraw Hill, 2007.
- Sapsford, Roger and Victor Jupp (eds.). *Data Collection and Analysis*. London: SAGE Publications, 1996.

- Saunders, Mark, Philip Lewis and Adrian Thornhill. *Research Methods for Business Students*. 7th ed. Harlow: Pearson, 2016.
- Stokes, Jane. *How to Do Media and Cultural Studies*. 2nd ed. London: SAGE Publications, 2013.
- van der Brink-Budgen, Roy. *Critical Thinking for Students*. 4th ed. Oxford: How To Books, 2010.
- Weiner, Mark and Sarab Kochhar. *Irreversible: The Public Relations Big Data Revolution*. Gainsville: Institute for Public Relations, 2016.  
<http://www.instituteforpr.org/irreversible-public-relations-big-data-revolution/>
- <https://www.nielsen.com> (Nielsen European website)