

**COM 333L - Applied Research & Analytics  
Section 111 - CRN 10465**

**SPRING 2018 COURSE SYLLABUS**

**Lowell Thomas 239**

**Tuesday & Thursday 3:30 p.m. - 4:45 p.m.**

**Professor: Dr. Jennifer Robinette**  
**Email: Jennifer.Robinette@Marist.edu**  
**Phone: (845) 575-3000, ext. 2653**  
**Office: Lowell Thomas 226**



**Office Hours: Tues. 12:30 - 2:30 p.m.**  
**Wed. 2:00 - 3:00 p.m.**  
**Thurs. 12:30 - 2:30 p.m.**  
**Jennifer-Robinette.YouCanBook.Me**

**Public Relations Program  
Department of Communication**

**MARIST**

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**I. ABOUT THE COURSE**

**COURSE DESCRIPTION**

Students will acquire an understanding of the major approaches informing the study of audience segmentation and analysis. In so doing they will identify the relationship between theory and applied research focusing on academic and professional strategic communication research. Students will also explore the impact of opinions and attitudes on communication messaging and interpretation, and develop the ability to evaluate, analyze, interpret, and present research findings in a theoretically grounded approach to strategic communication. Offered in fall and spring. *Three Credits LA*

*Prerequisites:* COM 211, COM 200 and sophomore standing or with permission of instructor.

**OBJECTIVES & OUTCOMES**

Upon completion of this course, students are expected to be able to:

1. Think critically about strategic communication research and public relations analytics issues and methods.
2. Search for, select, and evaluate credible, peer-reviewed academic journal articles.
3. Design and conduct ethical, credible qualitative and quantitative research.
4. Analyze, interpret, and present data from research results.
5. Write research proposals and reports, adapting style and format for scholarly journals and the news media.

**II. COURSE REQUIREMENTS**

**REQUIRED TEXTS**

Jugenheimer, D., Kelley, L., Hudson, J., & Bradley, S. (2014). *Advertising and public relations research (2nd ed.)*. New York: Routledge.

**eText**

**ISBN-10:** 1-317-50737-1

**ISBN-13:** 978-1-317-50737-6

**Print**

**ISBN-10:** 1-138-86028-X

**ISBN-13:** 978-1-138-86028-5

Stewart, D., & Shamdasani, P. (2015). *Focus groups: Theory and practice (3rd ed.)*. Los Angeles: SAGE Publications, Inc.

**eText**

**ISBN-13:** 978-1-483-31268-2

**Print**

**ISBN-13:** 978-1-452-27098-2

*Additional readings may be assigned by your professor.*

## **iLEARN**

You are required to log in to **iLearn** at [ilearn.marist.edu](http://ilearn.marist.edu) frequently – daily or at least every other day – to access the most up-to-date Class Schedule, announcements, messages from your professor, class notes, assignment details, and other important information required for the class. You must have the software necessary for iLearn to function properly.

### **Java Software**

Be sure you have the most up-to-date version of **Java**. Updates are available at <http://www.java.com/en/>.

### **Adobe Acrobat Reader**

You will be using **Adobe Acrobat Reader** frequently to view course documents downloaded from **iLearn**. It is free software available at <http://get.adobe.com/reader/>.

*Remaining in the class requires adhering to all standards, rules, regulations, policies and procedures of the class, Department, School, and College.*

## **III. CLASS PROCEDURES**

### **CLASS SESSIONS**

Class sessions will include: Workshops and multimedia presentations conducted by your professor; discussion and application of assigned reading materials; individual and team activities; team project meetings with your professor; and presentations by students and guest speakers.

The **Class Schedule is provided in a separate document** from this Course Syllabus. The current **Academic Calendar** is available at: <http://www.marist.edu/academics/calendars.html>.

### **BETWEEN CLASSES**

Work outside of class will include: Reading assignments; written activities and assignments; completing tests and tasks in iLearn; conducting primary and secondary research; analyzing data from quantitative and qualitative research results; and preparing presentations and research papers both individually and as a team.

### **COMMUNICATION**

Communication outside of class will take place **within iLearn**. To contact your professor, log in and go to **Messages**. To see your professor during office hours, log in to iLearn and go to **Book an Appointment**.

### **COURSE ORIENTATION**

A portion of your final grade will be based on a Course Orientation completed at the beginning of the semester, which includes completing a **Student Profile**, **Syllabus Quiz**, and **Pre-Test**. The **Pre-Test must be completed before covering any course content**. You will earn *participation points* for the Pre-Test, meaning you will earn points whether your answers are correct or not. All Course Orientation steps must be **completed in iLearn by the due date on the Class Schedule**. **Bring your Orientation Form to class** with you on the due date.

### **COURSE DEBRIEFING**

A portion of your final grade will be based on a Course Debriefing completed at the end of the semester, which includes a **comprehensive Post-Test**. The **Post-Test must be completed after covering all course content**. You will earn *performance-based points* for the Post-Test, meaning you will earn points for correct answers only. All Course Debriefing steps must be **completed in iLearn by the due date on the Class Schedule**.

## IV. CLASS POLICIES

### DIVERSITY & INCLUSION POLICY\*

The College's academic mission is immeasurably enriched by students with diverse experiences. Interactions among persons and groups with diverse backgrounds, ideologies, and experiences facilitate the exchange of ideas and allow us all to be more reflective about the varied historical and social contexts in which we work and learn. We must ensure that we consider the diversity of all who comprise our communities and foster a climate in which those diverse influences are respected and valued.

This class offers an environment where individuals of varying opinions, experiences, and backgrounds are free to learn without fear of being silenced. Evidence of these efforts will manifest in class readings, activities and assignments as well as lectures/class discussions. Aspects of diversity include, but are not limited to, race, ethnicity, color, nationality, sex, gender identity, gender expression, class, sexual orientation, religion, age, ability, and veteran status.

Students who prefer to be identified in a manner other than what is indicated on the course roster can contact me privately via iLearn or face-to-face meeting to indicate name, pronoun and any other preferences.

\*Modification of a statement by Dr. Tia Gaynor, Assistant Professor of Public Administration, School of Management.

### ATTENDANCE POLICY

**Attendance is required.** You earn points for attendance and participation in class activities. You will **lose points** if you are **absent, late or leave class early; use your phone during class time or leave class to take calls; sleep in class; engage in side conversations or any other disruptive behaviors.**

#### *Absences*

**If you must miss class, notify your professor via iLearn Message and ask a classmate about what you missed.** There are **no excused absences** in terms of attendance points, because **points are earned for class attendance and participation.** Bonus assignments are your opportunity to make up missed points.

**After a fourth absence, students may be reported to the Center for Advising & Academic Services (CAAS).** Students who experience a serious illness or emergency resulting in three or more consecutive absences should contact the CAAS by calling ext. 3500 or emailing [advising@marist.edu](mailto:advising@marist.edu).

#### *Inclement Weather*

In the event of inclement weather, we will follow college directives. Sign up for **MaristAlerts** at <http://www.marist.edu/maristalerts/account.html>.

### STUDENT CONDUCT POLICY

The **Marist College Code of Student Conduct** and **Office of Student Conduct (OSC)**, located in Rotunda 389, ensure that "all members of the campus community live and learn in an environment that is orderly, peaceful, and supportive of individual growth and development." You can reach the OSC by calling ext. 3514 or emailing [studentconduct@marist.edu](mailto:studentconduct@marist.edu).

Your behavior in this class must be professional and appropriate at all times. **You are expected to:**

1. Be on time for class and stay until class adjourns. If you are going to be **more than 10 minutes late, DO NOT ENTER the classroom.** Late entry beyond 10 minutes is disruptive and disrespectful of your professor and your classmates. If you are late for class more than two times during the semester, additional points will be deducted from your attendance and participation grade.
2. Be prepared to participate in class by reading all assigned materials by the date listed on the Class Schedule and completing any outside activities before the beginning of the next class and bringing them with you.

3. **Interact** with your professor and classmates **productively and respectfully without looking at your phone, texting, side discussions, sleeping in class, using your laptop or tablet, or any other behaviors that are distracting to or disrespectful** of your classmates and professor.
4. Review the work of your peers and evaluate teammates independently, fairly, and based on criteria.
5. Work independently and adhere to all ordinary standards of academic integrity and the Marist College Academic Honesty Policy.

**All disruptive or inappropriate behavior will be reported to the Office of Student Conduct.** If directed to leave class, a student will be considered absent for the day and must meet with the professor and the Office of Student Conduct before attending any future classes.

### *Presentations*

**If you interrupt classmates during delivery of presentations** in any way (including but not limited to talking, audible phone notifications, texting, using your laptop or tablet, or walking into or out of the room during a presentation), **points will be deducted from your grade.**

### **ACADEMIC HONESTY POLICY**

You will be required to submit written assignments and some activities in iLearn.



Consider your professor an **iLearn “Elf on the Shelf.”**  
All your activity can be tracked in iLearn.

These will be checked for plagiarism by Turnitin. Turnitin is a service used by Marist College faculty to compare a student’s written work with its very large database of sources, student papers from other institutions, and information on the Internet, etc. Work submitted to Turnitin will be assessed for originality.

- **Students must submit all assignments to Turnitin through the regular iLearn submission process.**
- **Work submitted through iLearn in this course will not be reviewed by the professor unless and until the Turnitin process is completed.**
- **Your Turnitin score and report will affect your grade.** Your score reflects the originality of your wording.

Use of Turnitin is mandated in this course as well as adherence to the College Academic Integrity Policy, stating:

Marist College is a learning community dedicated to helping students develop the intellect, character, and skills required for enlightened, ethical, and productive lives in the global community of the 21st century. Students are expected to pursue excellence in their education while being honest about their work and fair to other members of the learning community. All work presented to instructors for evaluation must reflect their own ideas and effort, and must properly acknowledge any contributions of others. Students should expect this honesty and fairness in others as well. As members of the Marist learning community, all students should adhere to the principles of academic integrity as set forth in the **Marist Academic Integrity Policy**.

**Adherence to ordinary principles of academic honesty is expected of every Marist student. Work presented to instructors in the fulfillment of course requirements, papers, assignments, examination answers etc. is to be the student’s own work.** Student work must be free of plagiarism.\* Accessing another student’s computer file, with or without consent also constitutes plagiarism.

\*NOTE: Marist College adopts the position of the *Modern Language Association Handbook*, New York, 1977, par. “Plagiarism may take the form of repeating another’s sentences as your own, adopting a particularly apt phrase as your own, paraphrasing someone else’s line of thinking in the development of a thesis as though it were your own. In short, to plagiarize is to give the impression that you have written or thought something that you have borrowed from another.”

1. An arrangement by which work is to be submitted for credit in two or more courses must have the prior approval of the instructors involved.
2. Each student is to use the library, computer facilities and other college facilities in such a way that equal access of others to the resources for study and research is ensured.
3. Violations could result in a penalty up to and including the grade of “F” and/or suspension or expulsion from the College.
4. A student who cooperates with one or more other students in a dishonest act is subject to the same penalties.
5. Those who witness an act of dishonesty are expected to report it to the proper authority with the full assurance that confidentiality will be maintained ([Marist College Student Handbook](#)).

### **LATE WORK POLICY**

You are responsible for managing your time effectively and planning ahead to meet all class deadlines. The Class Late Work Policy applies only to activities and assignments completed during the semester. **It does not apply to work submitted after the last day of the semester.**

**Midnight deadlines in iLearn are 11:55 p.m. Eastern Standard Time (EST).**

A **penalty of 50% may be deducted** from the total points possible for work submitted **past the deadline**. After one day past the deadline, the work will be worth zero points. **Late work beyond one day will not be accepted.**

Students have one week from the deadline to contact the professor about missing work and show that it was submitted on time. **After one week** past the deadline, a **grade of zero stands** for missing work.

### **COURSE WITHDRAWAL POLICY**

**College Course Withdrawal Policy:** <https://www.marist.edu/academics/advise/acad.html#withdraw>

See the [Academic Calendar](#) for the dates of withdrawal deadlines when a notation of “W” (withdrew) or “WF” (failure) would appear on a student’s transcript. See the Refund section of the [Academic Policies](#) in the current [Undergraduate Course Catalog](#) to determine tuition liability.

## GRADING POLICY

The class is divided into **two parts**: 1) **QUANTitative** research; and 2) **QUALitative** research.

There are **two types of assignments** in the class - **individual** and **team** assignments. There are **QUANTitative** (Survey) and **QUALitative** (Focus Group) **Team Projects**.

**Two types of points** will be earned in the class:

- **Participation points** are awarded based on quality completion of the task.
- **Performance-based points** are awarded based on correct answers and meeting criteria.

<u>FINAL COURSE GRADE BREAKDOWN</u>	<u>POINTS</u>	<u>POINT TYPE</u>
<b>COURSE ORIENTATION</b>		
Student Profile	10	Participation
Syllabus Quiz	30	Performance
Pre-Test	20	Participation
Completed Orientation Steps	10	Participation
<b>QUANTitative SURVEY PROJECT</b>		
Survey Questionnaire Design	100	Performance
Pilot Test	30	Performance
Data Collection Progress Reports	20	Performance
Sample Size Success	20	Performance
Survey Press Release	25	Performance
Survey Infographic	25	Performance
<b>QUALitative FOCUS GROUP PROJECT</b>		
Moderator's Guide	50	Performance
Informed Consent Form	30	Performance
Demographics Questionnaire	20	Performance
Conducting Focus Group	50	Performance
<b>TEAM ASSIGNMENTS</b>		
Research Results Presentation	100	Performance
Research Report	100	Performance
<b>YOUR ASSIGNMENTS</b>		
QUANTitative Research Design	40	Performance
QUALitative Research Design	40	Performance
<b>YOUR PARTICIPATION</b>		
Class Attendance/Activities	80	Participation
QUANTitative Research Design Comments	10	Participation
QUALitative Research Design Comments	10	Participation
Focus Group Participant	20	Performance
Teamwork Performance Evaluation	50	Performance
<b>COURSE DEBRIEFING</b>		
Team Evaluation	10	Participation
Post-Test	100	Performance
<b>TOTAL POINTS POSSIBLE</b>	<b>1000</b>	
<b>BONUS ASSIGNMENTS</b>		
IRB Responsible Conduct of Research Training	+20	Performance
Capping Poster Session Reaction Paper	+30	Performance
<b>TOTAL BONUS POINTS POSSIBLE</b>	<b>+50</b>	

<u>FINAL GRADE SCALE</u>		
A	905-1000	91-100%
A-	895-904	90%
B+	885-894	89%
B	805-884	81-88%
B-	795-804	80%
C+	785-794	79%
C	705-784	71-78%
C-	695-704	70%
D+	685-694	69%
D	595-684	60-68%
F	0 - 594	0-59%

## MID-TERM GRADE POLICY

It takes time for students to accumulate a foundation of knowledge in any course. Less than half the total points possible in the class are due before mid-term. Therefore, your mid-term grade will be based on your professor's opinion of your **class participation** and **predictive learning analytics based on your iLearn activity**. If you are identified as at risk for not completing the class successfully, you will receive an academic warning.

## COURSEWORK POLICY

You will lose points if written assignments do not meet these criteria.

1. Documents **must be saved in the following format:**

**Your Last Name OR Team#-Class#-Section#-Assignment\_Name.docx**

For example: Hemsworth-COM333-Sec111-Capping\_Poster\_Session-Reaction\_Paper.docx  
Team1-COM333-Sec111-Research\_Report.docx

2. All assignments **must be submitted in iLearn by the due dates on the Class Schedule**. Unless otherwise specified by your professor, **assignments will not be accepted any other way**.
3. Submissions **must meet the requirements to be read successfully by Turnitin:**
  - Submit only one attachment.
  - Only use file types: Word, PDF, RTF, or plain text.
  - Always include the file extension in the filename: .docx, .pdf . . .

**If Turnitin cannot read what you submitted, you have not successfully submitted your assignment and will receive zero points for it.** Assignments will not be reviewed by your professor until the Turnitin process is completed.
4. **All minimum requirements** for assignments **must be met**.
5. Researched assignments **must be formatted in APA Style, including an abstract and a title page** listing your name, the course, the name of the assignment, and the date.
6. Assignments involving research **must include information from outside sources** (i.e., not your textbook or readings assigned by your professor).
7. All **sources must be cited in APA Style**, both in parentheses in the text of the paper and with complete citations in alphabetical order on the References page.

## TEAMWORK POLICY

Teamwork grading will be based on each individual's contribution to the project. **Not everyone on the Team will automatically receive the same grade.** Individual contribution will be determined based on teammate evaluations and evidence of effort your professor observes during class.

A team-member may be ejected or a team may split by majority vote. The vote and a detailed rationale for it must be documented in writing and presented to the professor. If a team-member is ejected or the team splits, assignments will not be altered. Each student or split team must complete the remainder of the project on their own. Proposals for adapting topics should be included in the written documentation.

## V. STUDENT RESOURCES

### TECHNOLOGY HELP

The **Help Desk** is a resource for you to use when you have a problem with computers, iLearn, your email, your myMARIST account, or any of Marist's networks or systems. You can contact the Help Desk by calling (845) 575-4357 (HELP), emailing [helpdesk@marist.edu](mailto:helpdesk@marist.edu), or by visiting the Help Desk located in Donnelly Hall 258 or the lobby of Dyson. For more details, visit the Help Desk webpage: <http://www.marist.edu/it/helpdesk/>.

### ACCOMMODATIONS

The Office of Accommodations and Accessibility, located in Donnelly Hall 226, provides individualized support to students with disabilities to ensure access to a complete education, to promote full independence in the academic environment and the greater society, and to increase awareness and sensitivity of the campus and community of the need of individuals with disabilities. The types of accommodations provided vary depending on the nature of the disability. Students with disabilities who believe they may need accommodations in this class are encouraged to contact the Office of Accommodations and Accessibility at (845) 575-3274 or via email at [specserv@marist.edu](mailto:specserv@marist.edu) as soon as possible to better ensure that accommodations are implemented in a timely manner. For more details, visit <https://www.marist.edu/accommodations-accessibility/>.

### ACADEMIC TUTORING

Two campus resources available to help you with your coursework are the **Academic Learning Center** (ALC) and the **Writing Center**.

#### *Academic Learning Center*

The ALC, located in Library 331, offers free tutoring and proofreading services. Find out about their services by going to the ALC, calling ext. 3300, or visiting their webpage: <http://www.marist.edu/academics/alc/>.

**Submit papers for proofreading in iLearn:** <http://www.marist.edu/academics/alc/proofreading.html>.

**Directions:** <http://www.marist.edu/academics/alc/iLearn%20Proofreading%20Directions.pdf>

#### *Writing Center*

The Writing Center, located in Library 334, offers one-on-one tutoring, free of charge. The Writing Center can be reached at ext. 2735 and by visiting their webpage: <http://www.marist.edu/writingcenter/>.

**Schedule an appointment for an Online Tutorial:** <http://www.marist.edu/writingcenter/tutorials.html>

### COUNSELING CENTER

The Counseling Center is located in the Health and Wellness Center (HWC), Student Center Third Floor 352. Services offered include confidential individual counseling, group counseling, referrals, and workshops. Find out more at the HWC, by calling ext. 3314 or visiting <http://www.marist.edu/counsel/index.html>.