MKT6335 - Advertising Research

MKT 6335 Advertising Research (3 semester credit hours) The course serves as a central basis for
marketing communication related decision making and provides an introduction to advertising research
designs and procedures. The course is practical, quantitative, and an emphases on tools and applications
that take advantage of information tracking technologies in the digital environment. Topics include (1) the
acquisition, evaluation, and analysis of information needed for informed advertising decision making and
planning; (2) methods used in pre-testing advertising messages, post campaign (tracking studies) testing,
concept testing, observational research, ethnographic research, surveys, focus groups, and various sources
of secondary data; (3) new trends in advertising research such as the use of social media data and geo-
location information collected from mobile devices. Prerequisite: MKT 6301. (3-0) T