

Program	BS PR & Advertising	Course Code	PRAD-404	Credit Hours	3
Course Title	ADVANCED RESEARCH (PR, ADVERTISING AND MARKETING)				
Course Introduction					
<p>This course explores advanced research methods and techniques in Public Relations (PR), Advertising, and Marketing. Students will gain comprehensive knowledge of qualitative, quantitative, and mixed methods research, focusing on their application to strategic communication and market analysis. The course will cover research design, data collection, data analysis, and interpretation, emphasizing the practical application of research findings in real-world scenarios.</p>					
Learning Outcomes					
<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. To understand advanced research methodologies and their application in PR, Advertising, and Marketing. 2. To develop skills in designing and conducting comprehensive research projects. 3. To critically analyze and interpret research data to inform strategic decisions. 4. To apply ethical principles in conducting and presenting research. 5. To communicate research findings effectively to diverse audiences. 					
Course Content					Assignments/Readings
Week 1-4	<ol style="list-style-type: none"> 1. Overview of the course and objectives <ol style="list-style-type: none"> 1.1. Importance of research in strategic communication and market analysis 1.2. Review of basic research concepts 2. Research Design and Planning <ol style="list-style-type: none"> 2.1. Formulating research questions and hypotheses 2.2. Choosing appropriate research methodologies 2.3. Developing research proposals 3. Advanced Quantitative Research Methods <ol style="list-style-type: none"> 1.1. Survey design and administration 1.2. Experimental research in advertising and marketing 1.3. Advanced statistical analysis techniques (ANOVA, regression analysis, etc.) 				
Week 5-8	<ol style="list-style-type: none"> 2. Mixed Methods Research <ol style="list-style-type: none"> 2.1. Integrating qualitative and quantitative approaches 2.2. Designing mixed methods studies 2.3. Case studies of mixed methods research in PR and Marketing 3. Data Collection Techniques <ol style="list-style-type: none"> 3.1. Sampling methods and strategies 3.2. Data collection tools (surveys, interviews, observation) 3.3. Ensuring data quality and reliability 4. Data Analysis and Interpretation (Quantitative) <ol style="list-style-type: none"> 4.1. Descriptive and inferential statistics 4.2. Using software for quantitative data analysis (e.g., SPSS, R) 4.3. Interpreting statistical results for PR and marketing decisions 				
Week 9-12	<ol style="list-style-type: none"> 5. Data Analysis and Interpretation (Qualitative) <ol style="list-style-type: none"> 5.1. Coding and thematic analysis 5.2. Using software for qualitative data analysis (e.g., 				

	NVivo) 5.3. Drawing insights from qualitative data 6. Ethical Considerations in Research 6.1. Ethical principles and guidelines in PR and marketing research 6.2. Informed consent and confidentiality 6.3. Addressing ethical dilemmas in research practice		
Week 13-16	7. Research in Digital and Social Media 7.1. Techniques for researching digital and social media trends 7.2. Analyzing social media data and metrics 7.3. Impact of digital research on PR and marketing strategies 8. Writing and Presenting Research Findings 8.1. Structuring research reports and papers 8.2. Visualizing data for effective communication 8.3. Presenting research findings to diverse audiences		
Textbooks and Reading Material			
<ol style="list-style-type: none"> 1. Fawkes, J. (2018). The evolution of public relations research—An overview. 2. Ghorbani, Z., Kargaran, S., Saberi, A., Haghighinasab, M., Jamali, S. M., & Ale Ebrahim, N. (2021). Trends and patterns in digital marketing research: bibliometric analysis. <i>Journal of Marketing Analytics</i>, 1-15. 3. Daymon, C., & Holloway, I. (2010). <i>Qualitative research methods in public relations and marketing communications</i>. Routledge. 4. Malhotra, N. K. (2020). <i>Marketing research: An applied Orientation</i>. Pearson. 5. Pavlu, D. (2016). The Beginnings of Market Research and Measurement of Market Advertising Effectiveness. <i>Communication Today</i>, 7(1), 52-64. 6. Online journals and databases (e.g., Journal of Marketing Research, Public Relations Review) 7. Statistical software tutorials (SPSS, NVivo, R) 			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Class Discussion 2. Projects / Assignments 3. Group Presentations 4. Students led presentations 5. Thought Provoking Questions 6. Field Visits and Guest Speakers 			
Assignments: Types and Number with Calendar			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.

2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.