

COURSE DESCRIPTION

MKT 4310 – Advertising and Promotional Strategy (3 cr.) *Prerequisite:* College of Business Benchmark 1 and MKT 3010 –A critical study of the process, principles, and functions involved with the research process and product. Topics include research design, sampling, questionnaire design, statistical manipulation and inference, data collection, research results preparation and presentation. Actual research projects are conducted and presented to the clients.

SCENARIO

Students are assigned to write a literature review that includes peer-reviewed, scholarly articles dated 2000 or later. The articles should report original research. The instructor wants student to use sources found via the APSU Library's website. Librarians will introduce students to the **Business Research Guide** at http://libguides.apsu.edu/business_resources, which is designed to help students find scholarly resources for researching a topic and provides the key business electronic resource, **ABI/INFORM Complete**, for this course's literature review assignment. Other communication, computer science, and psychology databases may be used as well.

The librarian facilitates the session in which students learn to use **ABI/INFORM Complete** to identify peer-reviewed, scholarly journal articles summarizing original research (published 2000 or later) per the course assignment. They are provided research session notes that cover precision searching techniques: how to use the thesaurus; how to limit search results and expand retrieval as needed; and how to use database search filters, including peer-reviewed, publication date, and subject. Other database features including using cited by, references, and other searches to try are covered.

STUDENT LEARNING OUTCOMES [a=audience, b=behavior, c=condition, d=degree of accomplishment]

1. Following participation in the research session facilitated by a librarian (c), students (a) will demonstrate that they learned how to recognize scholarly, peer-reviewed journal articles summarizing original research (b) by including such sources in their literature review papers (d).
2. Following participation in the research session facilitated by a librarian (c), students (a) understand how to use database search filters to narrow search results (b) by how describing employed filters when searching databases (d).
3. Following participation in the research session facilitated by a librarian (c), students (a) will demonstrate that they were able to expand their search results, by describing use of article references cited by references, and other searches to try (d).

POSSIBLE ASSESSMENT

Evaluate the literature reviews produced by the students to determine if students identified appropriate peer-reviewed, scholarly journal articles summarizing original research (Outcome 1). Follow up with a questionnaire or interview in which students describe how they limited and expanded their searches (Outcomes 2 and 3).