

Date	Subjects	Pointdexter	Fortini-C
Part I: Knowledge-base component & secondary research			
7-Sep	Introduction The pre-research phase & the decision maker	1&2	1-4
12	Research applications, ethics, and the future communication research The research phase & the research expert	3&17	5&6
14	Research objectives, questions, and literature review The survey questionnaire Theories/Concepts	4	7&8
19	Exam 1 (Pointdexter's book: 1-4, 17, NSAC/others and handout)		
21	Theories, Problem definitions & research methods Background/Theories: NSAC/others Guest speaker: TBD	13&14	Handout
26	Selecting survey respondents Company & product analysis: NSAC/others	5	9&10
28	Interviewer training & survey data collections Coding & processing survey data Learning SPSS & Excel Due day: Background/Theories: NSAC/others	6&7	11&12
3-Oct	Reporting survey research results Literature review (competitive analysis and target market of NSAC/others) Due day: Company and product analysis	9	15
5	The post-research phase & the decision maker Learning SPSS	10	16
10	Online survey, syndicated research, and others Learning Choices3 of SIMMONS Due day: Competitive analysis	14 Handout	21
12	Exam 2 (Chapters TBA)		
17	Research applications for public relations Content analysis, PR audits, social audits, communication audits	11 Handout	20
19	Research applications for public relations Media audits, focus groups, one-on-one interviews	13	17-19
24	Research applications for public relations	13	

Experiment
Due day: Target market analysis/literature review

26 Research racial/ethnic minorities 12, 14 & 15 16, 21-23
Other research methods

31 **Comprehensive exam**
Chapters TBD and NSAC campaign book)

Part II: Team-process component & empirical research
(Subject to changes according to the nature of assignments)

2-Nov Findings of company/product, competitive, and target
market analyses (secondary research)
1st draft: Secondary research
Primary research (consumers): Email list, cover letter, and emailed survey are read
Cover letter sent out

7 Working on the research proposal (Due day TBD)
Email survey to consumers.

9&14 Finalizing the research proposal
Polishing the secondary research & syndicated research

16&21 Data gathering and analysis

28&30 Data analysis & writing the first draft of the research report

5-Dec Writing the 2nd draft of the research report

7 Writing the final draft of the research report

12&14 PPT presentations
Peer reviews (in a confidential format)