

Course Instructor: Porismita Borah

Course Overview

The objective of COM 564 is to acquaint you with quantitative and qualitative research methods. The topics we'll examine include quantitative and qualitative research designs, measurement scales and questionnaire construction, sampling, data collection methods and related topics. This is an applied course designed to increase your understanding of the role of research in organizations and its application to organizational decision making.

Course Goals

As a result of taking this course, you will develop an understanding of a variety of quantitative and qualitative research methods and related topics. These include sampling, measurement scales, question wording and questionnaire design. You also will learn how to use research methods to better understand people and to contribute to informed organizational decision making and problem solving.

Course Work

Required readings

Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research: An introduction*. Belmont, CA: Thomson/Wadsworth.

Recommended readings

Arlene G. Fink (2009). *How to Conduct Surveys: A Step-by-Step Guide*. London: Sage publications.

Austin, E. W., & Pinkleton, B. E. (2015). *Strategic public relations management*. New York: Taylor and Francis.

Vogt, W. P., & Johnson, R. B. (2011). *Dictionary of statistics and methodology: A nontechnical guide for the social sciences*. Thousand Oaks, CA: Sage.

Participation: The purpose of graded course participation is to help ensure you are learning the material in COM 564. As course material dictates, I will ask you to read the lecture slides provided, listen to the lectures and take notes, read related course materials and assignments, and post comments as appropriate. **At the conclusion of class, I will grade a random selection of your posts and comments.**

Two open book tests: The purpose of the tests is to make sure you are learning the

concepts for this course. The tests will be multiple-choice and true/false questions taken online. These tests are open-book. Test time is one hour per exam. The tests will be available for seven days (Monday 6AM to Sunday 11:59PM). You can take the test any time within these seven days. **Once you have opened the test, you will have two hours to complete the test.** The test will automatically submit after two hours of opening the test.

Final Project: The purpose of the final project is for you to design a comprehensive study that integrates the material we've learned in class into a final case. To complete this assignment, you will propose and develop all aspects of a multiple method research project. The materials you develop will include all research design and procedural guidelines, recruitment of participants and sampling procedures as necessary, a questionnaire or other forms of measurement and related information. Your grade will be based on your mastery of the materials we learned in class as demonstrated by the quality of your work.

Late Work Policy

All work is due at the times and dates specified in the syllabus. Work turned in up to 24 hours late will be worth half credit and I will not accept work that is more than 24 hours late. Please contact me as soon as possible if you miss any work.

Grading

There are 200 points possible in the course. I will use a straight scale (including pluses and minuses) to determine final grades.

Course Work	Points	Percentage
Discussion/Participation	20	10%
Tests	100 (50 each)	50%
Proposal for Final Project	20	10%
Final Project	60	30%
Total	200	100%

Grade	Percentage	Grade	Percentage
A	93-100%	C	73-76%
A-	90-92%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	60-66%
B-	80-82%	F	0-59%
C+	77-79%		