During the year, student will conduct a research study related to native advertising. The study is an extension of an ongoing line of research being conducted to explore the effects of covert marketing strategies on consumer brand perceptions and brand trust. The focus of the project will be to conduct an experiment testing the impact of digital covert strategies in different contexts so that the influence of various factors (such as media platform) may be better understood.

The first semester will be devoted to conducting a review of the research that has been done to date on consumer response to covert strategies, drafting a literature review of this research and designing the experiment. In the spring, data will be collected, analysis of the data conducted and the final paper (including a description of each phase of the study and concluding recommendations) written.

The course grade will be determined as follows:

- Native Advertising literature review and proposed hypotheses: 40%
- Promotional Materials/Experimental Design: 25%
- Data Analysis: 10%
- Final Paper (with concluding recommendations): 25%

Weekly meetings will be held to facilitate progress on each phase of the study.

The learning goals for this course are as follows:

1. To develop an understanding of how academic research is conducted,
2. To gain experience conducting original, empirical research, and
3. To practice applying analytical tools appropriate for the analysis of experimental data.

To demonstrate successfully achieving these learning outcomes, it is expected student will earn a C or better on each of the course components listed in “course grade” section above.