

An Agency (Special Topics In Advertising, ADV4930)

Fall 2017, University of Florida

Instructor: Bienvenido Torres III

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Office hours: TBD

Spaces/Hours: We have three hours of "class" time and two classrooms at our disposal during these hours. Usage of these hours and spaces will be discussed in the first weeks

Rooms: 2050, 2058 (via Gator1 Unlock)

Meeting Times: XXXXXX

Required reading and equipment:

There is no required textbook. Software will be needed on a per-position basis. Email is expected from all.

About the course:

An Agency is, well, another agency at the University of Florida. What makes it different from the other "agency" experiences available in Fall 2017? A couple things.

- This class is about getting students experience in pumping out **as many high-quality, impactful projects for real clients as possible** in one semester.
- This experience is intended to **give local businesses a peek into talent at the CJC** and students **real work they can show off on their resumes and portfolios**.
- This is a class with a bias toward **action, innovation, and ideas** from young people.

Learning objectives:

- Develop a "minimum viable" Agency branding
- Help students explore Agency roles and collaboration in a real-world environment
- Detach students from a "grade" mindset and move toward a professional "pride/points" mindset
- Give students as many real-world executed projects to be proud of and talk to recruiters
- Get students in the mindset of seeking out their next project from a client who may be too busy to "brief" them
- Give students a taste of agency processes and culture

Work Expectations:

The general rule is 2-3 hour of outside work per credit hour. An Agency expects 6-9 hours of "outside" work against our clients. Tracking this is an annoying but necessary part of working at any agency I've ever worked out.

Attendance Expectations:

We will need at least 1 hours of "status" a week and 1 hour of "brainstorm/collaboration." We have three hours of classroom time and 2 classrooms to do this in. We will discuss the schedule for this in the first weeks.

How Grades Are Made:

I once had a mentor explain to me that agency/client service life was all about "points." Businesses and jobs aren't lost on one failure or success, you must keep track of how you're doing and up your game accordingly based on results. This class is designed with something similar in mind. You will be graded based on evaluations/results and your ability to articulate/collect/summarize them in May. Each of these

categories will be worth 20pts of your final grade. You may be able to “trade” point across categories based on your performance and ability to demonstrate exceptional performance in a category worth more than 20 pts.

- Client
 - What does the client think of you? Of your work? How have you moved the needle on their business? Can you demonstrate your value to them in work and/or thinking?
 - Qualities: Promptness, Anticipation, Communication, Professionalism, Ideas
 - Proof: Email Accolades, Business Results, Happy Clients (overall)
- Coworker
 - How have you worked with your team? What do they think of your performance and work? How have you impacted agency culture? Have you help others?
 - Qualities: Collaboration, Communication
 - Proof: 360 Evaluations, Status Meetings
- Creative Director
 - Have you “pushed it?” Have you impacted your future/resume through this experience? Have you been entrepreneurial? Have you “managed up?” Have you impressed? How have you taken critique? How have you grown?
 - Proof: Subjective Instructor
- Self
 - What goals have you set for yourself and have you met them?
 - Proof: Hours Sheet, Self Evaluations, Resume
- Culture/Energy/Impact
 - How did your ideas do in the real world? What exceptional outcomes can you point out to? Is there a certain thing/project you did that has really “stuck?” What’s your reputation inside and outside the agency? How “iconic” are you? Have you managed to capture to “magic” of intangible qualities that people look to?
 - Proof: Individual Assessment, Resume

Class Schedule

Day 1 Housekeeping

- Expectations (entrepreneurialism, internship mindset, ultimate goal)
- The breakdown of hours

Weeks 1 and 2: Common Language/Self Selecting/Client Immersion/Role-Setting:

- Naming this stuff
- Brainstorming
- The Intern Mindset (like you stole something)
- Improv
- Client Immersion
- Agency Culture (Name, Outings, Facebook group)
- Agency Habits (Office Hours, Room Policy)

Last 3 Weeks: Pimping/Selling/Resume

- Resume integration
- Case Study creation
- Telling the world
- What lasts?

Classroom needs:

Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

Honor code:

Violation of the honor code includes plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations will result in a failing grade, and you will be dismissed from the journalism program and reported to the Honor Court. See the Department of Journalism web site for specific outline of honor code violations.

Potential Clients

The College Of Journalism and Communications

- Establishing branding articulation (manifest, make it real)
- Research with audiences
- Prove It Projects

Clients: Annie/Randy

Trendy Entertainment

- Community Management
- Devstream Development
- Branding/Launch Strategy
- Local Outreach
- Audience research/analysis

Clients: Colin/Isom

Find Mindfulness

- Establish Campus Advocacy
- Find Mind Time Comics > Selling

Clients: Dylan/Payal

Nadia Payan

- "Lease" client... need specific talent

Others

- Self Narrate
- AE Brewery

Student Start Ups

- Avani Cosmetics
- Revolt Electric Bicycles
- Bearbottom Clothing
- Swamp.Media (The Crocodile)