

**ADV4930 – Special Studies  
Account Management & Project Management  
Class# 10107, Section# 256D  
Fall 2021 Syllabus**

**Instructor: Dan Windels**

- **Email:** [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- **Office:** Weimer 2078
- **Office Hours (in person):** Mon. 11:45 am-1:00 pm, Thurs. 10am-11 am (or by appointment)
- **Office Hours (virtual):** Same times as above. NOTE: Please send me an email indicating you'd like to meet for virtual office hours before joining on Zoom. I may be meeting with another student at that same time.
  - **Zoom Personal Room Link:** <https://ufl.zoom.us/j/8211738258>

**Class Meeting Times & Location (NOTE: We have two different classrooms)**

- **Monday:** 10:40 am – 11:30 am, McCarty Hall A, MCCA 1142
- **Wednesday:** 10:40 am – 12:35 pm, Little Hall, LIT 0125

**Course Communication:**

Please email me using the subject line “ADV4930” with any questions about assignments, class content, or if you just want to talk advertising. I spent years working in advertising agencies across the country and I’d be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

**Course Description:**

Advertising is not for the faint of heart. It’s a face-paced, always-changing industry that is a mixture of business and art, of rigorous analysis and creative inspiration, of strategic data-driven recommendations and powerful emotionally-driven communication. At the heart of an effective advertising campaign are the Account Management and Project Management teams. While there are key differences between these two jobs (we’ll get into that), the complexities of today’s advertising campaigns make both the Account Manager (AM) and Project Manager (PM) critical components of the advertising process.

ADV4930 – Special Studies will explore in detail the role that Account Managers and Project Managers play in the development of effective advertising. We will examine areas such as: client relationships, business planning, strategic planning, new business development, budgeting, ethics, timelines, scope of work, team communication, collaboration skills, management plans, production plans, and great creative work.

Course content will come from the following sources:

- Course textbook
- Readings posted to Canvas
- Guest speakers
- Lecture materials

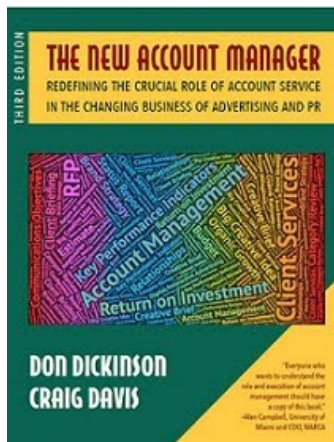
\*Please note that our lectures, online discussions, and content in PPT/PDF presentations will often have information that is not included in your textbook.

### Course Objectives:

- Describe the primary roles, key responsibilities, and core differences between the various departments within an advertising agency.
- Describe the primary roles, key responsibilities, and core differences between account managers and project managers in the advertising development process.
- Analyze and evaluate different approaches to effective team management.
- Create, lead, and manage an engaging class discussion leveraging relevant course material
- Practice effective individual and team communication skills
- Assess what experiences, skills, or knowledge are required to be a successful account manager and project manager.
- Develop the skills necessary to make a wide range of interconnected decisions.

### Required Text:

Dickinson, Don and Davis, Craig (2018). *The New Account Manager: Redefining the Crucial Role of Account Service in the Changing Business of Advertising and PR. (3<sup>rd</sup> edition)*. Irvine, CA: Melvin & Lee Publishers.



**The New Account Manager**  
*Redefining the Crucial Role of Account Service in the Changing Business of Advertising and PR*  
Third Edition  
Don Dickinson and Craig Davis  
456 pages, Paperback: \$69.95  
PB ISBN: 978-0-99730849-5

### Options for Textbook

- [UF Bookstore](#) – Hard copy of 3rd edition available
- Online Book Retailers – Make sure you are selecting the 3<sup>th</sup> edition since content has been updated.

### Student Responsibilities:

- Students should attend all online classes. I promise this class will be much more enjoyable if you do!
- Students should actively participate in class discussions. These discussions are typically the most rewarding part of the class!
- Be respectful to the diverse range of opinions during any online discussions or group activities.
- Students are responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly reading.
- Students should complete readings BEFORE the class in which they are discussed.
- Students are responsible for checking Canvas frequently for latest class information and updates.

- Any disagreements with grades must be submitted in writing within 5 days of when the grade is posted.

**Canvas:**

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly <https://elearning.ufl.edu>.

- UF Help Desk, available 24-7 - <http://helpdesk.ufl.edu>

**My Role:**

My role as instructor is to identify critical issues related to the course, direct you to resources, teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way.

Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

**COVID-19**

In response to COVID-19, the following policies from the University of Florida are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- Please wear masks in our classroom – [See current CDC updates](#)
- Per UF Policy, masks are expected (but not required) for students, faculty, staff and guests in UF facilities.
- Extra masks and hand sanitizer will also be available in classrooms.
- If you are experiencing COVID-19 symptoms, click here for [CDC guidance on symptoms](#) of coronavirus.
- Please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for [UF Health guidance](#) on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Click here for more information on [UF attendance policies](#).

**Zoom Video/Web Conferencing:**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live.

- Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.
- If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.
- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded.
- If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.
- As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### **Academic Accommodations:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting their [Get Started](#) page.

- The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation
- You must submit this documentation prior to submitting assignments or taking the quizzes or exams
- Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations

### **University Policy on Academic Misconduct:**

Academic honesty and integrity are fundamental values of the University community. Students should be familiar with and understand the [UF Student Honor Code Student Conduct Code](#).

### **UF Plagiarism Policy**

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

Students should be familiar with and understand UF's Plagiarism Policy as found in the [UF Student Honor Code Student Conduct Code](#).

### **Attendance & Participation:**

*Attendance* – Due to the evolving COVID-19 situation, there will be no attendance taken this semester. The value of this class will be found in our in-person discussions. I will bring in relevant, current, and award-winning branding examples that we can use to discuss core concepts from our readings. I will do my best to make every lecture as engaging as possible. My hope is that you will want to attend.

*Participation* - I realize that not everyone likes participating. Here's my challenge to you. Try to ask at least 2-3 questions during class this semester. Your questions are important. They not only help guide our discussions; they also make our class more interesting! In addition, asking questions in group settings helps prepare you for both future job interviews and the professional work environment.

### **Grading & Make Up Policy:**

We will follow UF Attendance Policies as it pertains to attending class, assigned work, quizzes, and exams. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned element of this class in a timely manner it will not be accepted.

Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in a zero. Under circumstances where the student misses a quiz, activity or exam due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report).

Students should be familiar with and understand the [UF Attendance Policy](#).

### Student Evaluations - GatorEvals

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Results of all course assessments are available to students at <https://evaluations.ufl.edu/results>

### Grading Components:

Student development and mastery of skills will be assessed based on the following items:

- Discussion Leadership/Group Projects 40%
- Assignments 40%
- Quizzes – Open Book 10%
- Reflection Papers/In-class Activities 10%

### Final Course Grading Scale:

|    |         |    |        |
|----|---------|----|--------|
| A  | 93-100% | C  | 73-76% |
| A- | 90-92%  | C- | 70-72% |
| B+ | 87-89%  | D+ | 67-69% |
| B  | 83-86%  | D  | 63-66% |
| B- | 80-82%  | D- | 60-62% |
| C+ | 77-79%  | E  | < 62%  |

*\*\*Please note: All grades are based on the whole number score that you receive. There will be no rounding of grades. For example, an 89.1, 89.5, and 89.9 are all considered an 89 and therefore a grade of B+.\*\**

### U Matter, We Care

[U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. U Matter, We Care provides students with support and coordination, along with access to a wide variety of appropriate resources. Families, faculty, and students can contact [umatter@ufl.edu](mailto:umatter@ufl.edu) seven days a week for assistance for students in distress.



**Course Schedule:** The course schedule lays out the broad topics that we will be covering this semester. If there is any need to adjust the schedule you will be notified in advance both in class and through Canvas.

| Week | Day / Date      | Topic  | Reading   | Assignment                                   |
|------|-----------------|--|---|--|
| 1    | Mon. 8.23       | <i>Introduction to Course &amp; Case Studies</i>                                   |   | In-class introductions                       |
|      | Wed. 8.25       | <i>Intro to Account Management &amp; Project Management</i>                        | <b>Reading:</b> <i>Intro. to Account Management &amp; Project Management articles (on Canvas)</i> |  |
| 2    | Mon. 8.30       | <i>Ad Agencies and the Emergence of Account Management</i>                         | <b>Reading:</b> <i>Ch 1</i>   | Group Leadership Assignment handed out       |
|      | Wed. 9.1        | <i>Writing a Meeting Agenda</i>  |   |  |
| 3    | Mon. 9.6        | <b>NO CLASS - LABOR DAY</b>  |   |  |
|      | <b>Wed. 9.8</b> | <i>The Agency Business and Role of the Account Manager</i>                         | <b>Reading:</b> <i>Ch 2</i>   | <b>Group #1 Discussion Leaders</b>           |
| 4    | Mon. 9.13       | <i>The Agency Process and Tools of the Account Manager</i>                         | <b>Reading:</b> <i>Ch 3</i>   | Assignment #1 handed out (Conference Report) |
|      | Wed. 9.15       |  |   | <b>Group #2 Discussion Leaders</b>           |
| 5    | Mon. 9.20       | <i>Navigating the Wants, Needs, and Expectations of Key Constituents</i>           | <b>Reading:</b> <i>Ch 3</i>   | Assignment #1 due                            |
|      | Wed. 9.22       | <i>How to Analyze a Case Study</i>   |   | <b>Group #3 Discussion Leaders</b>           |
| 6    | Mon. 9.27       | <i>The Day-to-Day Life of an Account Manager</i>                                   | <b>Reading:</b> <i>Ch 5</i>   |  |
|      | Wed. 9.29       | <i>How to Analyze a Case Study</i>   |   | <b>Group #4 Discussion Leaders</b>           |
| 7    | Mon. 10.4       | <i>The Many Hats of the Account Manager</i>  | <b>Reading:</b> <i>Ch 6</i>   | Assignment #2 handed out (Case Study)        |
|      | Wed. 10.6       |  |   | <b>Group #5 Discussion Leaders</b>           |
| 8    | Mon. 10.11      | <i>Business Development and the Role of the Account Manager (hint...it's BIG!)</i> | <b>Reading:</b> <i>Ch 7</i>   | Assignment #2 due                            |
|      | Wed. 10.13      |  |   |  |
| 9    | Mon. 10.18      | <i>Paid Media 101 for Account Managers</i>   | <b>Reading:</b> <i>Ch 8</i>   | Assignment #3 handed out                     |

|    |                                      |   |                           |                                    |
|----|--------------------------------------|---|---------------------------|------------------------------------|
|    |                                      |   |                           | (Case Study)                       |
|    | Wed. 10.20                           |   |                           |                                    |
| 10 | Mon 10.25                            | <i>Managing Integrated Marketing Communication (IMC) Efforts</i>  | <b>Reading: Ch 9</b>      | <b>Assignment #3 due</b>           |
|    | Wed 10.27                            |   |                           | <b>Group #1 Discussion Leaders</b> |
| 11 | Mon. 11.1                            | <i>Kick Starting Your Account Management Career</i>   | <b>Reading: Ch 10</b>     |                                    |
|    | Wed. 11.3                            |   |                           | <b>Group #2 Discussion Leaders</b> |
| 12 | Mon. 11.8                            | <i>Project Management 101</i>   | <b>Reading: On Canvas</b> | Assignment #4 handed out           |
|    | Wed. 11.10                           |   |                           | <b>Group #3 Discussion Leaders</b> |
| 13 | Mon. 11.15                           | <i>Project Management Communication + Trust</i>   | <b>Reading: On Canvas</b> | <b>Assignment #4 due</b>           |
|    | Wed. 11.17                           |   |                           | <b>Group #4 Discussion Leaders</b> |
| 14 | Mon. 11.22                           |   | <b>Reading: On Canvas</b> |                                    |
|    | Wed. 11.24                           | <b>NO CLASS - THANKSGIVING</b>  |                           |                                    |
| 15 | Mon. 11.29                           | <i>Project Management Planning</i>  | <b>Reading: On Canvas</b> |                                    |
|    | Wed. 12.1                            |   |                           | <b>Group #5 Discussion Leaders</b> |
| 16 | Mon. 12.6                            | <i>Project Management Production</i>  | <b>Reading: On Canvas</b> |                                    |
|    | Wed. 12.8                            |   |                           |                                    |
| 17 | <b>Wed. 12.17 7:30 am to 9:30 am</b> | <b>HOLD FINAL EXAM TIME</b> - Only needed if we fall significantly behind schedule to due to unanticipated extended campus closures (e.g., hurricanes). |                           |                                    |