



The Agency Immersion - Spring 2025

ADV3943 and PUR3943

College of Journalism & Communications
University of Florida

INSTRUCTORS

Natalie Asorey (she/her) - *Primary Faculty*
Senior Lecturer, Public Relations Department
Associate Director, Student Engagement
Email: nasorey@ufl.edu
LinkedIn: <https://www.linkedin.com/in/natalieasorey/>

Mark Rottensteiner (he/him)
Associate Director, Client Services and Operations
Email: mrottensteiner@ufl.edu
LinkedIn: <https://www.linkedin.com/in/mark-rottensteiner/>

LET'S CHAT

Use Natalie's [Calendly](#) to schedule time to chat about the course, assignments, career advice – anything!

Office hours are Mondays, 11 a.m. - 1 p.m. The Zoom link is available on Canvas.

ABOUT THE COURSE

The Agency is an innovative, real-world advertising and public relations firm at the University of Florida's College of Journalism and Communications that offers students an opportunity to build their expertise and gain experience in a hands-on environment, working directly with clients and industry professionals.

Real-world work in a diverse and inclusive team environment will help you gain relevant experience, hone your skills through client feedback, grow your confidence, gain industry

access and perspective, build a robust résumé and portfolio and prepare you for a career in communications after graduation.

COURSE OBJECTIVES

In this immersion course at The Agency, you will:

- Better understand the demands of the strategic communications industry and how it's evolving
- Analyze research and trends to strategically inform strategic communications work
- Develop, implement and evaluate strategic communications campaigns to solve real- world problems
- Work in and contribute to a dynamic, diverse team environment
- Hone your skills and gain experience through professional and client feedback
- Develop and apply critical thinking, listening and professional skills through your work with peers, supervisors, clients and industry leaders
- To develop students' understanding of client-side versus the agency-side strategic communications.
- To understand and apply ethics in decision-making for strategic communications

PREREQUISITE

This course will be departmentally controlled. Students taking this course must be at minimum sophomore standing. Additionally, students must have been successful in their application to join The Agency.

COURSE FORMAT

This is a Spring 2025 course with no scheduled meeting time. All course assignments and Zoom links are available on Canvas at <https://elearning.ufl.edu>.

To succeed in this course, students are expected to be active members of The Agency and complete the required course assignments. This includes participating in department and team meetings, brainstorming, trainings and events either in person or online. However, your participation must not conflict with your other scheduled courses. In all instances where Agency meetings or events conflict with scheduled courses, students must attend their scheduled courses.

SUGGESTED READINGS & RESOURCES

The following are suggested readings and resources for the course:

- National news and trade publications, such as The Wall Street Journal, PR

Week, The Holmes Report, AdWeek and AdAge. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.

- Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the advertising and public relations UF Library guides. You must be signed on with the UF VPN to access these databases.
- Training videos available on LinkedIn Learning. You may access LinkedIn Learning for free with your UFL login.

Relevant reading materials and news articles will also be shared on an ad hoc basis to stay up to date with current events and industry news.

STUDENT ROLES

Students at The Agency serve in the following roles (plus, any internal team-specific roles):

- Client Services Department
 - Client Services Department Manager
 - Lead Account Manager
 - Lead Project Manager
 - Account Managers
 - Project Managers
 - Project Coordinators
- Creative Department
 - Creative Department Managers
 - Lead Art Director
 - Lead Copywriter
 - Art Directors
 - Graphic Designers
 - Copywriters
- Developer Department
 - Developer Department Manager
 - Full Stack Developers
 - UX/UI (Front-End) Developers
- Media Department
 - Media Department Manager
 - Media Lead
 - Media Supervisors
 - Media Coordinators
- Production Department
 - Production Department Manager

- Producers
- Production Assistants
- Videographers
- Photographers
- Video Editors
- Research & Strategy Department
 - Research and Strategy Department Managers
 - Lead Strategist
 - Lead Data Analyst
 - Data Analysts
 - Strategists

GRADING & ASSIGNMENTS

GRADING POLICY

Final grades will be based on the following scale:

- | | |
|--------------|----------------|
| ● A: 92-100% | ● C: 72-77% |
| ● A-: 90-91% | ● C-: 70-71% |
| ● B+: 88-89% | ● D+: 68-69% |
| ● B: 82-87% | ● D: 62-67% |
| ● B-: 80-81% | ● D-: 60-61% |
| ● C+: 78-79% | ● E: below 60% |

ASSIGNMENTS

For more details on all assignments, please check Canvas.

Monthly Summaries & Timesheets (40%). You will submit a one-page monthly summary at the end of each month. To earn full points, students will need to actively participate in at least one client team and one internal team. You are also expected to complete your weekly timesheets on Monday.com and will receive a grade for completion and timeliness. To earn full points, you must have a completed timesheet by 11:59 PM every Sunday. At the end of the month, grades will be released based upon completion of weekly timesheets.

Check-Ins (15%). There are three check-in assignments throughout the semester:

- Updating your Agency player card
- Scheduling a check-in call with ELT
- Completing the climate survey

LinkedIn Learning Certification (15%). You will complete one LinkedIn Learning certificate in an area of strategic communications that most interests you or where you want to grow your skills. The course you select can be related to your department or role, or it can be related to advertising, public relations or communications more broadly.

Overall professionalism, engagement and work quality (30%). This is an evaluation of your interaction with peers, clients and supervisors; initiative; professional attitude; time management; work quality, including follow-through on assigned work; willingness to accept and incorporate constructive feedback and active participation in The Agency, including meetings, workshops, engagement on Slack and Zoom, etc.

Students will be evaluated in the middle and end of the semester. If students disengage completely or stop replying to communication, they will earn a 0 for the course.

HOW TO SUBMIT ASSIGNMENTS

You will submit all assignments on Canvas. Assignments are due by 11:59 p.m. on the due date unless otherwise noted.

COURSE EXPECTATIONS

COMMUNICATION

Students will be required to communicate and stay up to date with The Agency team on Slack, Canvas and email.

Please feel free to Slack or email me (Natalie) at any time with any questions or concerns you have about the course or your experience at The Agency. I'm happy to provide feedback or guidance throughout the semester and meet with you one-on-one via Zoom or phone. I will do my best to make myself available, but please allow up to 48 hours for a response.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

STUDENTS WITH DISABILITIES

Students with disabilities who would like to request academic accommodations should connect with the Disability Resource Center. Click here to get started with the Disability Resource Center. If you have an accommodation letter, please let me know as early as possible in the semester so we can discuss your needs.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

OTHER COURSE POLICIES & PROCEDURES

PRIVACY

Any online class sessions may be audio-visually recorded. 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 having 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. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

ONLINE COURSE EVALUATION POLICY

At the end of the semester, please provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>.

You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>.

Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party

note/tutoring services.

A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, August 5th, 2021, Honor Code and Student Conduct Code.

CAMPUS RESOURCES

HEALTH & WELLNESS

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#)

ACADEMIC RESOURCES

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).