

ADV4603 – Account Management
Class# 23153, Section# 256D
Fall 2025 Syllabus

Instructor: Dan Windels

- **Email:** dwindels@ufl.edu
- **Office:** Weimer 2078
- **Office Hours (in person):** Tues. 11:00am - 12:00pm, Wed. 4:00 pm – 5:00pm (or by appointment)
- **Office Hours (virtual):** Same times as above.
 - 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 Link (for office hours only): <https://ufl.zoom.us/j/8211738258>

Class Meeting Times & Location

- Monday: 10:40 am – 11:30 am, Weimer Hall (WEIM G030)
- Wednesday: 10:40 am – 12:35 am, Weimer Hall (WEIM G030)

Instructional Format: In-Person only

- This class has been scheduled as an in-person only class.
- Class materials such as PPT presentations (slides), assignments, additional reading, and exam study guides will be posted and available through Canvas.
- Lectures will not be recorded or posted to Canvas.

COURSE OVERVIEW:

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Course Communication:

Please email me using the subject line “ADV4603” 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.

ADV4603 will explore in detail the role that Account Managers (and to a lesser extent 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 Objectives:

- 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.

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.

Your Role

- Attend all online classes. I promise this class will be much more enjoyable if you do!
- 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.
- Responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly reading.
- Complete readings BEFORE the class in which they are discussed.
- Check Canvas frequently for the 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>

Academic Accommodations

Students with 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.
- In most case the DRC will automatically notify the instructor. It always good to double-check this by sending me an email with your DRC documentation.
- DRC accommodations must be processed prior to turning in assignments, or taking exams and quizzes.
- Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations.

COURSE REQUIREMENTS

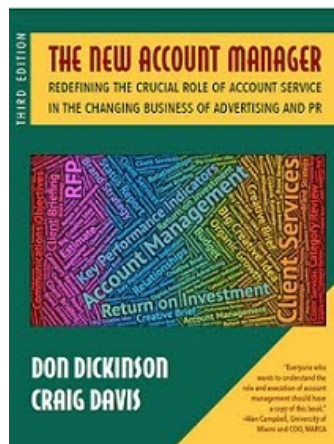
Course Content

Course content includes the following: lecture materials (slides) which will be posted to Canvas, in-class discussions, textbook reading, additional readings posted to Canvas, content shared by guest speakers, in-class discussions, and in-class quizzes and activities.

NOTE: Lecture materials, discussions, and additional Canvas readings will often have information that is not included in your textbook.

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*. (3rd 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 Purchasing/Renting Textbook

- [UF Bookstore](#) – Hard copy of 3rd edition available
- Online Book Retailers (e.g., Amazon, Chegg, Barnes & Noble, etc.) – Make sure you are selecting the 3th edition since content has been updated.

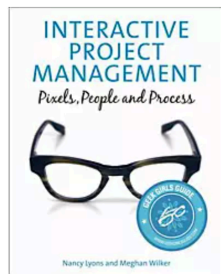
Optional Texts:

If you are interested in learning more about what it takes to work as an Account Manager or Project Manager at an advertising agency, please consider these two books as well. Both are popular with professionals working in the advertising industry. These two books are not required for this course.

- ***The Art of Client Service***, by Robert Solomon
- ***Interactive Project Management: Pixel, People and Process***, by Nancy Lyons and Meghan Wilker



Art of Client Services
ADV / 4603
9781119227823
Solomon



Interactive Project Management
ADV / 4603
9780321815156
Lyons

Attendance & Participation:

Attendance will not be taken this semester. However, we will periodically have unannounced in-class activities and short quizzes. In-class activities and quizzes will be graded and account for 10% of your grade. We have a “Drop 1” rule in place for the “Quiz & Activity” section of Canvas. The lowest single grade you have in this section will automatically be dropped. The “Drop 1” rule was put in place to help account for absences due to unplanned or extenuating circumstances.

Participation - I realize that not everyone likes participating. Here’s my challenge. Try to raise your hand and ask at least three questions during our class this semester. Here’s why. First, your questions are important! They not only help guide our discussions; they also make our class more interesting! Second, asking questions in group settings will help prepare you for future work situations where these questions are used to help solve challenges.

Grading Components:

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

- | | |
|---|-----|
| • Discussion Leadership | 10% |
| • Individual Assignments | 45% |
| • Quizzes – Open Book | 10% |
| • In-class Activities/Reflection Papers | 10% |
| • Final Project | 25% |

I do accept late individual assignments. Assignments that are 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.

Final Course Grading Scale: A minimum grade of C is required for general education credit

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%

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 below 90, and therefore a grade of B+.

UNIVERSITY POLICIES

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](#).

University Policy on Plagiarism

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](#).

Make Up Policy Using the UF [Instructor Notification Process](#)

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. Missing a quiz, activity, or exam without approved documentation 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, after notifying the instructor, the student must obtain valid, verifiable documentation from the Dean of Students office in order for an absence to be excused.

Students can request this documentation by using the UF [Instructor Notification process](#) through the CARE group within the Dean of Students Office. The [Instructor Notification process](#) includes a list of approved documentation that can be uploaded as part of this submission.

Zoom Video/Web Conferencing:

If any Zoom meetings occur during the semester, please be aware that they 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 have your voice recorded, 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 sharing of recorded materials is prohibited.

Student Recording of Lectures

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 Honor Code and Student Conduct Code.”

University of Florida Campus Resources:

Below is a list of campus resources that may be helpful over the course of the semester, or during your time at the University of Florida.

Health and Wellness Resources:

- [U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. If you or someone you know is in distress, please contact 352-294-CARE (2273), 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.
- [Gatorwell Health Promotion Services](#): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the Gatorwell website or call 352-273-4450.

Academic Resources:

- [E-learning technical support](#): Contact the UF Computing Help Desk at 352-392-4357 or 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.

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. Look for an email during this time period from GatorEvals or for the GatorEvals link under our Canvas course menu. Results of all course assessments are available to students at <https://evaluations.ufl.edu/results>

SEE NEXT PAGE FOR COURSE SCHEDULE

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
0	Thurs. 8.21 & Fri. 8.22	No class		Buy or rent required textbook
1	Mon. 8.25	Introduction to Course & Case Studies Intro to Account Management & Project Management	Reading: Intro. to Account Management & Project Management articles (on Canvas)	Buy or rent required textbook
	Wed. 8.27	Ad Agencies and the Emergence of Account Management	Reading: Ch 1	
2	Mon. 9.1	NO CLASS - LABOR DAY		
	Wed. 9.3	The Agency Business and Role of the Account Manager	Reading: Ch 2	Group Leadership Assignment handed out
3	Mon. 9.8	The Agency Process and Tools of the Account Manager	Reading: Ch 3	Assignment #1 handed out (Conference Report)
	Wed. 9.10			Group #1 Discussion Leaders
4	Mon. 9.15	Navigating the Wants, Needs, and Expectations of Key Constituents	Reading: Ch 4	Assignment #1 due
	Wed. 9.17			Group #2 Discussion Leaders
5	Mon. 9.22	The Day-to-Day Life of an Account Manager	Reading: Ch 5	
	Wed. 9.24	How to Analyze a Case Study		Group #3 Discussion Leaders
6	Mon. 9.29	Exploring the Many Hats Worn by an Account Manager How to Analyze a Case Study	Reading: Ch 6	Assignment #2 handed out (Case Study)
	Wed. 10.1			Group #4 Discussion Leaders
7	Mon. 10.6	The Importance of Business Development for Account Managers	Reading: Ch 7	Assignment #2 due
	Wed. 10.8			Group #5 Discussion Leaders

8	Mon. 10.13	Paid Media 101 for Account Managers	Reading: Ch 8	Assignment #3 handed out (Case Study)
	Wed. 10.15			
9	Mon 10.20	Managing Integrated Marketing Communication (IMC) Efforts	Reading: Ch 9	Assignment #3 due
	Wed 10.22			
10	Mon. 10.27	Kick Starting Your Account Management Career	Reading: Ch 10	Assignment #4- Group Project handed out
	Wed. 10.29	Project Management 101		Review Group Project Calendar Assign Roles
11	Mon. 11.3	Begin in class time for Final Group Project	Reading: On Canvas	Work on Group Project
	Wed. 11.5	Work on Final Group Project		Work on Group Project
12	Mon. 11.10	Work on Final Group Project	Reading: On Canvas	Work on Group Project
	Wed. 11.12	Work on Final Group Project		Work on Group Project
13	Mon. 11.17	Work on Final Group Project	Reading: On Canvas	Work on Group Project & Presentation
	Wed. 11.19	Finalize Group Project Presentation		Work on Group Project & Presentation
14	Mon. 11.24	NO CLASS – THANKSGIVING HOLIDAY		
	Wed. 11.26	NO CLASS – THANKSGIVING HOLIDAY		
15	Mon. 12.1	Rehearse Presentation		Finalize Presentation for Group Project
	Wed. 12.3	Presentation Day – Final Group Project		Assignment #4 Group Project and Presentation due
17 FINALS WEEK	Tues. 12.10 3:00 pm – 5:00 pm	HOLD FINAL EXAM TIME - Only needed if we fall significantly behind schedule to due to unanticipated campus closures.		