



The Agency Onboarding - Fall 2025

ADV3943, Class #24222, Section 486C

College of Journalism & Communications
University of Florida

INSTRUCTORS

Dr. Olivia Bullock
Assistant Professor,
Advertising Department
Email: olivia.bullock@ufl.edu
Agency office hours: Wednesdays from 2 - 3 pm
and flexible by appointment

Dr. Elizabeth “Lissy” Calienes
Associate Instructional Professor
Advertising Department
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Agency office hours: Thursdays from 11 am - 12 pm
or by appointment

Prof. Kim Fowler
Visiting Lecturer
Media Production, Management, and Production Department
Email: k.fowler@ufl.edu
Agency office hours: Mondays 9:30 - 11:30 am
or by appointment

Prof. Mark Rottensteiner (he/him)
Associate Director, Client Services & Operations
The Agency at CJC
Email: mrottensteiner@ufl.edu
Agency office hours: by appointment

MEETING TIMES

This course is an online SYNCHRONOUS course, and will meet on Wednesdays from 10:40am - 11:30am via Zoom. The [zoom link is here](#) and is also on the Canvas home page. Students are expected to have their cameras on during the zoom session.

LET'S CHAT

Instructors are available during office hours (see above), via email, or via Slack. Please note that communication may be delayed via email or Slack as they also teach other courses and have other commitments outside of the Agency. They will do their best to get back to you as soon as possible!

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. This immersion course is designed to introduce you to The Agency - the people, departments, work, clients and dynamics - and prepare you to make the most of your time on our team.

COURSE OBJECTIVES

In this immersion course at The Agency, you will:

- Understand The Agency's mission, values and goals.
- Familiarize yourself with The Agency's organizational structure, workflows and tools.
- Understand the goals and functions across The Agency, including identifying the responsibilities of your role.
- Collaborate cross-departmentally to apply learned skills using industry-leading tools.
- Develop critical thinking, strategic thinking, creative problem-solving and teamwork skills.
- Present ideas as a team in a compelling, effective and professional way.
- Participate in client meetings through shadowing opportunities and collaborate with peers to understand client interactions, needs and expectations.
- Understand the purpose and responsibilities of The Agency's internal teams and contribute to internal projects.
- Work in and contribute to a dynamic, diverse team environment.

PREREQUISITE

This course will be departmentally controlled. Students must have been successful in their application to join The Agency.

COURSE FORMAT

This is a Fall 2025 course that meets Wednesdays, 10:40 a.m. - 11:30 a.m. at this link: <https://ufl.zoom.us/j/92523028054>.

All course assignments and Zoom links are also available on Canvas at <https://elearning.ufl.edu>. To succeed in this course, students are expected to be active members of The Agency, attend our weekly Zoom meetings and complete the required course assignments. Your course participation must not conflict with your other scheduled courses.

The course is broken down below:

MODULES

Dates	Module	Module Title	Lesson Title	Instructors
8/27			Welcome!	All
9/3	1	OPERATIONS (1)	Internal Operations and Agency Structure	Prof. Mark Rottensteiner
9/10	2	CLIENT SRVS (1)	Account Management Essentials	
9/17	3	RESEARCH & STRATEGY	Research, Testing, and Measurement	Dr. Olivia Bullock
9/24			What Strategy Really Does	
10/1	4	MEDIA	Media Planning & Buying	
10/8	5	OPERATIONS (2)	Onboarding for shadowing	Prof. Mark Rottensteiner
10/15	6	CREATIVE	All about the Brief	Dr. Lissy Calienes
10/22			Intro to Creative Roles & Process	
10/29			Creative effectiveness and feedback	
11/19	7	PRODUCTION	From creative to production	Prof. Kim Fowler
11/12			Production 101	
11/5	8	CLIENT SRVS (2)	Project Management	
11/26			THANKSGIVING	
12/3	9	DEVELOPMENT	What developers do & Final Class	Prof. Mark Rottensteiner & Prof. Kim Fowler

SUGGESTED READINGS & RESOURCES

The following are suggested readings and resources for the course:

- National news and trade publications, such as AdWeek, AdAge, PR Week, The Holmes Report, and The Wall Street Journal. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You are encouraged to 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 while off campus.
- 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.

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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.

- **Department Deep Dive Assignments 60%**

You will complete department-specific assignments designed to help you become familiarized with the department's roles, responsibilities and tools. Assignments vary per module.

- **Assignments/Quizzes** - each module will have specific assignments and/or quizzes created by the instructor. Please make sure you are checking Canvas frequently.

- **Participation & Attendance 30%**

You'll be working all semester in Agency teams, and you'll be given time during every class to collaborate on assignments. As a result, it's important that you are present and participating. **You will be [submitting timesheets](#) each week as part of your grade.** Please notify us if you are unable to be present for any reason. When in class, make sure you are actively listening, discussing, and working with your team. **Timesheets are due weekly by Friday at 11:59 pm EST.**

- Attendance - 15%
- Timesheets - 15%

- **Professionalism 10%**

Overall professionalism, engagement and work quality - 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 at the end of the semester. If students disengage completely or stop replying to communication, they will earn a 0 for the remainder of 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 & FEEDBACK

Students will be required to communicate and stay up to date with The Agency team. Slack is The Agency's primary form of communication. Your instructors are available to you over Slack during scheduled class and office hour times, and may also be available during other regular business hours. You can reach out to your faculty instructors over Slack or email as needed; otherwise, Agency staff are also available regularly to assist you. As faculty, we value hearing the questions or concerns you have about the course or your experience at The Agency. We are happy to provide feedback or guidance throughout the semester and meet with you one-on-one via Zoom or phone.

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 your instructors, abiding by the UF Student Conduct and Honor Codes. Please engage in conversations with care, respect and empathy for others.

ACADEMIC POLICIES AND RESOURCES

ACADEMIC POLICIES

- Requirements for class attendance, assignments, and other work in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.
- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the "Get Started With the DRC" webpage on the Disability Resource Center site. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.
- Information on current UF grading policies is available [here](#).
- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online.

Students can complete evaluations in three ways:

1. The email they receive from GatorEvals
2. Their Canvas course menu under GatorEvals
3. The central portal at <https://my-ufl.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

THE UNIVERSITY'S HONESTY POLICY REGARDING CHEATING, PLAGIARISM, ETC.:

UF students are bound by The Honor Pledge which states “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor or TAs in this class.

IN-CLASS 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 education 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 an 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 guest 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.

CAMPUS RESOURCES

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. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Academic Resources: 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.
- UF Student Success Initiative: Visit <https://studentsuccess.ufl.edu/> for resources that support your success as a UF student.

CAMPUS HEALTH AND WELLNESS RESOURCES:

- UF Whole Gator Resources: Visit <https://one.ufl.edu/whole-gator/discover> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.