

**ADV 391K: ADVANCED ACCOUNT PLANNING**  
Fall 2018 • T Th 12:30pm-2:00pm • CAL 221

**Professor: Michael Mackert, Ph.D.**

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Office Hours: Thursdays 10:30am-12:00pm (or by appointment)

**COURSE OBJECTIVES**

- Provide experiences for students to practice and develop their skills as account planners and strategic communication problem solvers.
- Improve students' creativity and skills in conducting research to solve communication problems.
- Refine students' skills as storytellers in presentations and written reports.
- Work with a variety of clients and agency partners to offer opportunities to develop an account planning portfolio to showcase students' work.

**COURSE MATERIALS**

There is no course pack or book required for this course. For class lecture/discussion days, students will be expected to find a relevant trade press article on the topic of the day and post a summary of the article and their thoughts to Canvas. The articles read by the collective class will then form the foundation for class discussion. Additional details on this will be provided on the first day of class.

While it is not required reading for the class, I always highly recommend Jon Steel's *Perfect Pitch*. It is an extremely useful book about making presentations and winning new business. It will be useful not only for the presentations in this class, but for presentations you make in other classes and as you move forward with your careers.

**"IS THIS A THEATER CLASS OR AN ADVERTISING CLASS?"**

Yes, it is.

Part of succeeding in any business that requires making pitches and competing for new business is the ability to present your ideas in an engaging and convincing manner. While the value of your ideas is, of course, extremely important, so is the manner in which you present those ideas. Presentation grades throughout this course will reflect the fact that it is not just about how good your ideas are, but how effectively you can present those ideas.

## COURSE GRADING

In general, team members receive the same grades for group exercises and projects. The individual project offers a chance for personal distinction, since you will have time to work on it and can use essentially all the resources at your command. Plus/minus grades will be assigned for the final grade.

The assignments for this class include:

- **Crash Exercises:** These will be short (2-day) exercises conducted in conjunction with clients.
- **Team Projects:** These longer-term team projects will involve solving communication problems for clients.
- **Individual Project:** The individual project will provide an opportunity to work independently on a semester-long project.
- **Class Participation:** Your participation in class – during in-class exercises and discussions – is an important element of completing the class. It is important to show up prepared for class discussions, and effective participation includes balancing of quality and quantity.
- **Peer Evaluations:** Your teammates will evaluate your performance for the class. Their evaluations will be averaged and included as a component of your final grade.

Assignment	Weight
Crash Exercise #1	5%
Crash Exercise #2	10%
Team Project #1	20%
Team Project #2	25%
Individual Project	25%
Class Participation	10%
Peer Evaluations	5%

Letter Grade	Number Grade
A	93-100
A-	90-92.9
B+	87-.89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	66-69.9
D	63-66.9
D-	60-62.9

## COURSE SCHEDULE

It is expected that readings for each class day have been read prior to attending class. Additional reading and class materials will be provided in class and on Canvas throughout the semester. The class schedule is subject to change.

DATE	TOPICS	NOTES
8/30	Course Overview	
9/4	Establishing Common Ground	
9/6	Narrative and Storytelling	
9/11	Creativity in Research	
9/13	Becoming an Information Sponge	
9/18	Practice Pitches	
9/20	NO CLASS	
9/25	Crash Exercise #1: Launch	
9/27	Crash Exercise #1: Presentations	
10/2	Crash Exercise #1: Review Mike Dezso (GSD&M)	
10/4	Team Project #1: Consultations	
10/9	Guest Lecture TBD	
10/11	Advanced Account Planning Office Hours	
10/16	Team Project #1: Presentations	
10/18	Team Project #1: Review	
10/23	Guest Lecture TBD	
10/25	NO CLASS	
10/30	Crash Exercise #2: Launch	
11/1	Crash Exercise #2: Presentations	
11/6	Individual Project: Consultations	
11/8	Individual Project: Consultations	
11/13	Individual Project: Consultations	
11/15	Individual Project: Presentations	
11/20	Individual Project: Presentations	
11/22	NO CLASS	
11/27	Individual Project: Presentations	
11/29	Team Project #2: Consultations	
12/4	Team Project #2: Presentations	
12/6	Selling Yourself as a Communication Problem Solver  Wrapping Up	

### **RELIGIOUS HOLY DAYS OBSERVANCE POLICY**

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Visit <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance> for more.

### **STUDENTS WITH DISABILITIES**

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will be requested to provide documentation to the Dean of Student's Office in order that the most appropriate accommodations can be determined. Specialized services are available on campus through Services for Students with Disabilities.

Visit <http://www.utexas.edu/diversity/ddce/ssd/> for more.

### **POLICY ON SCHOLASTIC DISHONESTY**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.

Visit [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php) for more.