

Account planning // ADV 327 & 385

Professor: Robert J. Lewis, roblewis@utexas.edu, 512-590-9903
Office: BMC 4.380 (hours: Thursdays 3-5pm)
Class location: BMC 4.206
Class time: Wednesdays 5:30-8:30

COURSE OBJECTIVES // ADV 327 & 385

1. To promote the understanding of account planning as part of a well established process of observation and analysis by describing its intellectual roots and discussing its place in the agency culture.
2. To present an up-to-date review of the disciplines and techniques of account planning as currently practiced in leading advertising agencies and by major advertisers. Emphasis will be placed on those who formulate – if not initiate – strategic thought with the single purpose being to make the advertising/PR better.
3. The contribution of planning to overall strategic direction will be explored, as well as the important relationship between planners and members of the creative staff, PR staff, etc.
4. Using these foundations and principles, we will illustrate with practical experience that the planner's work is interactive with consumers, and with pretty much all other stakeholders.
5. Develop the realization that advertising is more than a compelling message about products and services in its representation of our culture and values.
6. Learn to build an argument.
7. Nourish and instill in the students a passion for advertising, a desire for excellence, a reverence for great creative and a maturity of thought process that will continue during their professional life and be recognized by those who will work with them in the future.

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 (a prerequisite, if you will), so is the manner in which you present those ideas. Presentation is crucial and without it, good ideas fail. 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.

SCHEDULE // ADV 327 & 385

Week 1 (Jan. 23)

Intro. What is account planning? Introduce first assignment. Shopping Carts versus messages.

Activity: Campaign insight for Ossia, Inc.

Week 2 (Jan. 30)

Quiz topics: Kocek pp. 59-70, Smith ch 1. culturalist theories

Discussion: Critical/cultural theory, qualitative-research vocabulary

Activity: Find ad, present on cultural tension (ad hoc group)

Activity: Grounded Theory (ad hoc group)

Week 3 (Feb. 6)

Quiz topics: Lewis et al. (2017)

Discussion: Reading, qualitative & quantitative experimental designs

Activity: Answer research questions with experimental designs (fish oil, running shoes, sexuality and fear, proximity and story enjoyment, media violence and aggression)

Guest speaker

Week 4 (Feb. 13)

Quiz topics: Ellet ch 1 & ch 2

Discussion: How to argue

Activity: First case, Strategy development, research plan

Week 5 (Feb. 20)

Quiz topics:

Activity:

Hand out rubric.

Present cases (3 minutes talk-time, up to 5 minutes post discussion)

Week 6 (Feb. 27)

Quiz topics: Murphy IBP Objectives

SCHEDULE // ADV 327 & 385

Week 7 (March 6)

Quiz topics: Kocek, p. 1-51

Week 8 (March 13)

Quiz topics: Hackley, Enigma

Week 9 (March 20) SPRING BREAK

Week 10 (March 27)

Quiz topics: Berger, STEPPS & academic article

Week 11 (April 3)

Quiz topics: Smith et al. on Branding, Ch. 2

Week 12 (April 10)

Quiz topics: Klein, No Logo

Week 13 (April 17)

Quiz topics: Kocek, pp. 70-136

Week 14 (April 24)

Quiz topics: Hackley, Enigma

Week 15 (May 1)

Quiz topics: Haley, How advertising creatives define excellent planning

COURSE MATERIALS // ADV 327 & 385

Readings are subject to change, and additional materials may be handed out in class, through e-mail, or via Canvas. Lecture materials, such as PPTs (although there are few), may be uploaded on the class Canvas site as well.

- Assorted PDF-format readings available on Canvas
- Chris Koczek, *The Practical Pocket Guide to Account Planning*

Students will be expected to read required readings prior to attending class. Readings are intended to supplement lecture material and provide context for class discussions, exercises, and projects.

While it is not required reading for the class, I would highly recommend Jon Steel's *Perfect Pitch* as well as his *Truth, Lies, and Advertising*. They are extremely useful books about making presentations and winning new business, as well as the philosophy behind account planning as a whole. We'll spend some time in class talking about them too.

COURSE GRADING // ADV 327 & 385

Semester project	20%
Quizzes (number and weight will vary)	50%
Active case-pitch-feedback forms	20%
Group case strategy pitches	10%

Letter Grade // Number Grade

A	94-100
A-	90-93.9
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

Do the readings ...

It is expected that readings for each class day have been read prior to attending class (hence the quizzes). During class, I hope to mostly be doing activities and applying what you've read or previously discussed in class. Additional reading and class materials will be provided in class and on Canvas throughout the semester. The class schedule is subject to change except quiz topics.

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 for more.