

# **Advertising Media Sales and Management**

**Advrt 336**

**Spring 2008**

**MWF – 11:00 – 11:50**

## **Instructor Information**

Lauren Monahan

211B Hamilton Hall

Office Hours: Mon 10:00 – 11:00, Tues and Thurs 12:30 – 2:00, or by appointment

lmonahan@iastate.edu

office: 294-0502

cell: 515-520-1796 (7am – 10pm)

## **Contact Information**

My office hours are set aside for you – ask questions about course material or projects, or seek guidance on a career in advertising. I encourage you to use my office hours, as opposed to email, when asking questions related to assignments. Please know that my door is always open, if you see me in my office or around campus, please do not hesitate to ask me questions. However, the best way to ensure I'm available outside of office hours is to make an appointment with me.

## **Course Overview**

Welcome to the exciting journey of the account manager! The role of the account manager has never been so important, as clients rely on account managers to help them navigate the increasing number of agency services brought on by the ever-changing media landscape. In turn, the account manager is a “Jack-of-all-trades, master of none” who must be knowledgeable about every agency department and service offering and is responsible for cultivating relationships with clients, motivating the agency team, providing strategic direction to campaigns, and managing the work of the agency. We will explore the traits that make a good account manager: leadership, communication, ambition, salesmanship, teamwork, creativity, organization, and strategic thinking. You will understand all aspects of this role, sales techniques, and understand how to leverage your top 5 personality themes for success.

## **Objectives**

- Deepen your understanding of the relationship between advertisers and advertising agencies through the lens of the account manager.
- Develop an understanding of the personal traits needed to be a good account manager and how to use your unique personality to your advantage.
- Learn how to use selling and negotiating in developing relationships with clients.
- Enhance your strategic abilities, leadership skills, critical thinking, writing, and presentation skills.
- Expose you to the terminology and paperwork used by account managers.
- Build skills for working with clients, creative teams, media planners, and account planners.

## **Prerequisites**

Advrt/JIMC 301, JIMC 201

## **Texts**

- *The New Account Manager* by Don Dickinson  
Published by The Copy Workshop
- *StrengthsFinder 2.0* by Tom Rath  
Published by Gallup Press
- *Little Red Book of Selling: 12.5 Principles of Sales Greatness* by Jeffrey Gitomer  
Published by Bard Press
- Read Advertising Age daily - you can sign up for free daily newsletters and there is a 3 minute news video available each day.

## **Coursework Summary**

More details regarding these assignments, expectations, and grading will be provided in class.

### *Class Participation*

I will be grading you on your participation and preparedness (in-class exercises, role plays, contributing thoughtfully to discussion, punctuality). You will also be completing selected Ad-Robic Exercises from the book and occasionally an exercise will be assigned in class.

### *Client Journal*

You will take on the role of an assistant account manager and follow your client (you get to pick your own) for the semester. Each week you will turn in a 1 page reaction and analysis to an issue/topic related to your client. Note: Your client needs to be currently advertising and you should have easy physical access (not online) to the product/service/store.

### *New Business Brief*

For your selected client you will prepare a New Business Brief and present your strategic recommendations to class.

### *Strengths Reflection Paper*

You will write up an analysis of your personality themes and how they apply to the role of the Account Manager.

### *New Business Pitch*

This final assignment includes a paper and presentation. You will “pitch” yourself, the “new business” is your first account management job.

## **Point Potential**

Participation = 100 points

Client Journal (7 @10 points each) = 70 points

New Business Brief = 80 points

Strengths Reflection Paper = 50 points

New Business Pitch = 100

**Grading Scale**

Grade	Total Points
A	376 - 400
A-	360- 375
B+	348- 359
B	336- 347
B-	320- 335
C+	308 - 319
C	296- 307
C-	280 - 295
D+	268- 279
D	256- 267
D-	240 - 255
F	239 or below

## **Account Manager Rules (Course Policies)**

### *1. Never be late. If you are going to be late, call. But don't be late.*

Your attendance is expected and will enhance your understanding of course material and will be essential to your success on assignments. Please notify me in advance if you'll be missing class. If you do miss class, it is your responsibility to obtain notes, handouts, or other materials from a classmate. I reserve the right to reduce your grade for excessive tardiness or absences.

Attendance is mandatory on days where you are expected to present and on all days of project presentations. Not attending on days when you present will result in a zero for the assignment, your grade will be lowered one letter grade for each day of class presentations missed. Students who are not in attendance during these times will receive a zero for the assignment.

### *2. Clients don't want to "pay" for a person in a meeting who isn't contributing.*

Your participation is required. Please come to class prepared to discuss the topic for the day, including assigned reading and industry news. The "juicy cases" and "burning questions" in the book will often be included in our class discussion, please think about how you would answer these before class so that our short 50 minutes together can be productive. I encourage you to bring examples, ask questions and share your informed opinions.

In order for us to have a productive learning environment, I ask that you please turn off all laptops, cell phones, PDAs or other electronic devices.

### *3. There are two due-dates: on time and early.*

Assignments will be collected at the beginning of class on the specified due date (this means you must come to class to turn it in). Turning in an assignment late will result in zero credit for that assignment. Please come see me before an assignment is due if you will be unable to turn the work in on time.

### *4. Always act as the ambassador for your agency and a steward of the brand.*

There will be times where you are expected to present to the class. Please treat this as an opportunity to present in front of a "client" and put as much thought into the presentation of the assignment as the assignment itself. When you present, you will have a limited amount of time to make your points, so please rehearse what you want to say before you get to class.

Presenting is an important part of working in the field of communications, good presentation skills will allow you to effectively communicate your ideas, organize your thoughts, inspire or persuade a consumer, client, team, or boss. This is a learning experience, any student who would like advice on presenting please feel free to come see me.

### *5. Motivate and inspire your team to do their best.*

Some of the work in this class will be done in teams. Through role-plays or team exercises you have the opportunity to learn from each other and get practice in team working arrangements you'll experience on the job. Please take this responsibility to each other very seriously. There will be times where we disagree or have differing points of view, there is not always "one right answer" some problems have many solutions. Please be respectful of opinions that differ from your own.

### *6. Check your work and check it again.*

All work should be "client ready" that means professional in appearance (typed, stapled, appropriately dated and labeled with your name) and error free.

### *7. Be open-minded – you never know where a good idea will come from.*

## **University Policies**

### *Plagiarism*

Plagiarism (literary or artistic theft), copying someone else's work without attribution or other forms of dishonesty will not be tolerated, and will result in a grade of "F" for the course. As required, cases of dishonesty will be reported to the Director or Associate Director of the School and ISU Dean of Student's Office for disciplinary actions as outlined in the Student and Faculty Handbooks.

Please see the library commons for a Checklist for Avoiding Plagiarism (<http://www.lib.iastate.edu/commons/resources/facultyguides/plagiarism/checklist.html>).

### *Inclusiveness*

Please respect other students, opinions differing from your own, and different presentation styles. If you believe any teacher or fellow student is disregarding these standards, please notify the instructor immediately. If you are not satisfied that you have been given a fair hearing, feel free to speak with Associate Director, Jane Peterson.

### *Students with Disabilities*

Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from the Disability Resources (DR) office (294-6624). DR is located on the main floor of the Student Services Building, Room 1076.

## **Course Schedule**

The following schedule represents a tentative outline of topics that will be covered over the course of the semester. Students should use the schedule as a reference for keeping up with readings, assignments, and deadlines. Please note that the outline of topics has been planned well in advance of their presentation days, should the schedule change for any reason the instructor will provide notice in class and via email. Every effort will be made to adhere to the schedule as it relates to assignment due dates and presentation dates.

### Reading Abbreviations:

NAM = The New Account Manager

SF = StrengthsFinder 2.0

RB = Little Red Book of Selling

AA = Advertising Age

## Tentative Course Schedule

Date	Discussion Topic	Reading	Assignment due
1/14	Course Introduction		
1/16	Industry Overview	AA, NAM 13 - 22, 75 - 81	
1/18	Agency Overview	AA, NAM 23 - 55	Exercise 1.1 (Agency to be assigned)
1/21	NO CLASS		
1/23	Account Management Overview	AA, NAM 56 - 74, 87 - 91	
1/25	Account Manager Roles: The Account Coordinator	AA, NAM 134 - 135	
1/28	StrengthsFinder Intro	AA, SF pgs i - 33	Client Journal Entry #1
1/30	Your Strengths Bring your Strengths Assessment and Personalized Action Guide to class	AA, SF pgs 37 - 172	Exercise: Strengths Collage
2/1	Managing Strengths	AA	
2/4	Creative Talk: Superbowl Ads	AA (watch the Superbowl)	Client Journal Entry #2
2/6	Managing the Client Relationship	AA, NAM 82 - 96, 169 – 189, 220 – 222 (What Clients Look for...)	Exercise 2.1
2/8	Client Documents: Info Management, Conference Reports, Brand Stewardship, Finances	AA, NAM 97 – 114, 136 - 152	Exercise 3.1
2/11	Account Planning Relationship	AA, NAM 204 - 212	Client Journal Entry #3
2/13	Account Planning Documents	AA, NAM 115 - 121	Exercise 3.2
2/15	Working with Account Planners	AA, NAM 218 – 220 (Suits...), 301 – 305 (Creative Suits)	
2/18	Creative Team Relationship	AA, NAM 190 - 196	Client Journal Entry #4
2/20	Evaluating Creative	AA, NAM 122 - 133	
2/22	Working with Creative	AA, NAM 222 – 225 (How to...), 259 – 262 (Creativity...)	
2/25	Media Relationship	AA, NAM 197 - 203	Client Journal Entry #5
2/27	New Business Intro	AA, NAM 308 - 327	Exercise 7.1
2/29	Managing Clients	AA, NAM 346 – 352 (Coping with...)	Exercise 7.2
3/3	On the Job	AA, NAM 228 – 248, 160 – 164 (Blending Strong...)	Client Journal #6
3/5	Tips on paperwork	AA, NAM 153 -- 160	Exercise 5.1
3/7	A week in the life	AA, NAM 248 - 264	Strengths Reflection Paper
3/10	Pitching New Business	AA, NAM 327 - 340	Client Journal #7
3/12	New Biz Process	AA, 340 - 345	
3/14	NO CLASS – WORK DAY		
3/17 – 3/21	NO CLASS - Spring Break!		
3/24	Selling	AA, RB 1 - 45	
3/26	Selling	AA, RB 46 - 123	
3/28	Selling	AA, RB 136 - 190	
3/31	Client Recommendation Presentation	AA	New Business Brief and Revised Client Journal

4/2	Client Recommendation Presentation	AA	
4/4	Client Recommendation Presentation	AA	
4/7	Out with the Old...	AA, NAM 353 – 355 (Just Asking...)	
4/9	Account Manager Hats	AA	
4/11	Account Manager Traits	AA	
4/14	Leadership	AA, NAM 134 – 140, RB 192 - 211	
4/16	Leadership	AA, Handouts	
4/18	Leadership	AA, Handouts	
4/21	Management expectations	AA, NAM 213 - 227	
4/23	Preparing for your first job	AA,	
4/25	Final Presentations	AA	Final Project
4/28	Final Presentations	AA	
4/30	Final Presentations	AA	
5/2	Final Presentations	AA	
5/7, Wed 9:45 – 11:45	Course Recap		