

<b>DEREE COLLEGE SYLLABUS FOR: CN 3434 ADVERTISING STRATEGY AND CLIENT SERVICES</b>									
(Previously CN 3334 Client Services in Advertising)									
<b>US CREDITS: 3/0/3</b>									
<b>UK LEVEL: 5</b>									
<b>UK CREDITS: 15</b>									
<b>PREREQUISITES:</b>	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2310 Introduction to Advertising								
<b>CATALOG DESCRIPTION:</b>	Understanding and creating advertising strategies across media, for different brands and different purposes. Managing agency teams. Liaising with clients. Knowing and applying advertising ethics and self-regulations principles and guidelines.								
<b>RATIONALE:</b>	Students will learn the value of research in decision making that leads to an advertising strategy. They will also learn how to formulate templated creative briefs and how to ensure the campaign planned will comply with advertising ethics. Students will also be taught the principles of client management that builds trust and long-term, win-win relationships. Combining academic theory with on-the-job techniques, this module provides an overview of advertising strategy and client-agency relations.								
<b>LEARNING OUTCOMES:</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a detailed understanding of the nature and role of advertising strategy and account planning.</li> <li>2. Demonstrate knowledge and understanding of professional roles and practices involved</li> <li>3. Demonstrate knowledge of the ethical and regulatory frameworks that apply to the advertising industry.</li> <li>4. Formulate strategies and write creative briefs using professional templates.</li> <li>5. Identify problems and propose solutions for a variety of client-agency relationships.</li> </ol>								
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Interactive Learning (class discussions, case study analysis, content analysis)</li> <li>• Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> <li>• Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>								
<b>ASSESSMENT:</b>	<p>Summative:</p> <table border="1"> <tr> <td>First assessment: Case Study -Students analyse a case based on both academic literature and desk research.</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Second assessment: Creative brief - Students develop a creative strategy for a campaign, following a specific template.</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Third assessment: Final exam (2 hours)</td> <td style="text-align: center;">30%</td> </tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>Role plays; workshops; in-class brainstorming</td> <td style="text-align: center;"><b>0</b></td> </tr> </table> <p>Formative assessments enhance students' comprehension of basic principles around advertising self-regulation and client management</p> <p>The first assessment (case study) examines LO 1 The second assessment (creative brief) examines LOs 1, 2, and 4 The third assessment (final exam) examines LOs 3 and 5.</p>	First assessment: Case Study -Students analyse a case based on both academic literature and desk research.	30%	Second assessment: Creative brief - Students develop a creative strategy for a campaign, following a specific template.	40%	Third assessment: Final exam (2 hours)	30%	Role plays; workshops; in-class brainstorming	<b>0</b>
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	Students are required to resit failed assessments in this module.
<b>READING:</b>	<p><b>REQUIRED READING:</b> Jugenheimer, D. W., and L. D. Kelley (2010) <i>Advertising Account Planning: Planning and Managing an IMC Campaign Paperback</i>. Routledge.</p> <p><b>RECOMMENDED READING:</b></p> <ul style="list-style-type: none"> <li>• Course Packet from articles and case studies</li> <li>• Altstiel, T. &amp; Grow, J. (2017). <i>Advertising Creative: Strategy, Copy, and Design</i>. 4th Edition, Sage.</li> <li>• Solomon, R. (2008). <i>The art of client service: 58 Things Every Advertising &amp; Marketing Professional Should Know</i>, Revised and Updated Edition. Kaplan Publishing</li> <li>• <a href="https://www.emeraldinsight.com/doi/abs/10.1108/02634500310504269?fullSc=1&amp;journalCode=mip">https://www.emeraldinsight.com/doi/abs/10.1108/02634500310504269?fullSc=1&amp;journalCode=mip</a></li> <li>• <a href="https://core.ac.uk/download/pdf/140052.pdf">https://core.ac.uk/download/pdf/140052.pdf</a>.</li> </ul>
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<ul style="list-style-type: none"> <li>• <a href="http://www.adcareers.gr/gr/home">www.adcareers.gr/gr/home</a></li> <li>• <a href="http://www.adsoftheworld.com">www.adsoftheworld.com</a></li> <li>• <a href="http://www.adweek.com">www.adweek.com</a></li> <li>• <a href="http://www.adage.com">www.adage.com</a></li> <li>• <a href="http://www.thedrum.com">www.thedrum.com</a></li> </ul>
<b>COMMUNICATION REQUIREMENTS:</b>	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
<b>SOFTWARE REQUIREMENTS:</b>	Microsoft Word, multimedia production software
<b>WWW RESOURCES:</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.td.org/videos/what-is-account-planning">https://www.td.org/videos/what-is-account-planning</a></li> <li>• <a href="https://sammiyamujtaba.wordpress.com/2014/05/13/structure-of-advertising-agency/">https://sammiyamujtaba.wordpress.com/2014/05/13/structure-of-advertising-agency/</a></li> <li>• <a href="https://www.hierarchystructure.com/advertising-account-management-hierarchy/">https://www.hierarchystructure.com/advertising-account-management-hierarchy/</a></li> <li>• <a href="https://cdn2.hubspot.net/hub/31662/file-13736008-pdf/docs/strategic_account_plan_e_book.pdf">https://cdn2.hubspot.net/hub/31662/file-13736008-pdf/docs/strategic_account_plan_e_book.pdf</a></li> <li>• <a href="https://adage.com/article/adage-encyclopedia/account-planning/98300">https://adage.com/article/adage-encyclopedia/account-planning/98300</a></li> <li>• <a href="https://www.thebalancecareers.com/the-structure-of-an-advertising-agency-38911">https://www.thebalancecareers.com/the-structure-of-an-advertising-agency-38911</a></li> </ul>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The structure of an advertising agency – different types of agencies</li> <li>2. The process of creating campaigns &amp; executions</li> <li>3. Advertising strategy: <ol style="list-style-type: none"> <li>a. situation analysis: academic &amp; market research – sleeping with the product</li> <li>b. objectives: what advertising can and cannot do</li> <li>c. targeting: segmentation &amp; profiling</li> <li>d. main message: bridging the brand-consumer gap</li> <li>e. media &amp; touchpoints: selection &amp; timing</li> </ol> </li> <li>4. The creative brief: purpose, templates, instructions</li> <li>5. Account planning: the big picture</li> <li>6. Advertising ethics &amp; self-regulation: principles &amp; processes</li> <li>7. What clients want and what agencies want: building win-win relationships</li> <li>8. Managing clients: interpersonal communication, trust, conflict management</li> </ol>

