

DEREE COLLEGE SYLLABUS FOR: CN 3534 COMMUNICATION STRATEGY AND CLIENT SERVICES

Instruction hours/lab hours/ US credits: 3/0/3

UK LEVEL:5

UK CREDITS:15

(Updated: Fall 2025)

PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2103 Introduction to Public Relations CN 2110 Introduction to Advertising										
CATALOG DESCRIPTION:	Understanding and creating communication strategies across media, for advertising and public relations purposes; for different brands and different media. Managing advertising & PR agency teams. Liaising with clients. Knowing and applying ethics and self-regulations principles and guidelines.										
RATIONALE:	A specialized course in strategy, helping student learn the basics of research and evidence-based planning for communication purposes. In this course students learn how strategy precedes creativity, how to outline a communication strategy for the advertising and public relations industry, and how to acknowledge and address ethical challenges. By learning job roles and processes and by understanding the steps for strategic planning, students also delve in the principles of account management that leads to good client agency relations or internal stakeholder relations.										
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <div><div>1.</div><div>Demonstrate a detailed understanding of the nature and role of communication strategy and account planning.</div></div> <div><div>2.</div><div>Demonstrate knowledge and understanding of professional roles and practices involved</div></div> <div><div>3.</div><div>Demonstrate knowledge of the ethical and regulatory frameworks that apply to the advertising industry.</div></div> <div><div>4.</div><div>Formulate strategies and write agency briefs using professional templates.</div></div> <div><div>5.</div><div>Identify problems and propose solutions for a variety of client-agency relationships.</div></div>										
METHOD OF Teaching AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <div><div>•</div><div>Interactive Learning (class discussions, case study analysis, content analysis)</div></div> <div><div>•</div><div>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.</div></div> <div><div>•</div><div>Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</div></div>										
ASSESSMENT:	<table><tr><td colspan="2">Summative:</td></tr><tr><td>First assessment: Case Study -Students analyse a case based on both academic literature and desk research.</td><td>30%</td></tr><tr><td>Second assessment: Creative brief - Students develop a strategy for a campaign, following a specific template.</td><td>40%</td></tr><tr><td>Final assessment: exam (2 hours)</td><td>30%</td></tr></table>			Summative:		First assessment: Case Study -Students analyse a case based on both academic literature and desk research.	30%	Second assessment: Creative brief - Students develop a strategy for a campaign, following a specific template.	40%	Final assessment: exam (2 hours)	30%
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	<p>Formative:</p> <table border="1" data-bbox="496 170 1294 215"> <tr> <td>Role plays; workshops; in-class brainstorming</td><td>0</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 final assessment (final exam) examines LOs 3 and 5.</p> <p>Students are required to resit failed assessments in this module.</p>	Role plays; workshops; in-class brainstorming	0
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<p>READING:</p>	<p>REQUIRED READING:</p> <p>Jugenheimer, D. W., and L. D. Kelley (2010) <i>Advertising Account Planning: Planning and Managing an IMC Campaign Paperback</i>. Routledge.</p> <p>RECOMMENDED READING:</p> <ul style="list-style-type: none"> • Course Packet from articles and case studies • Altstiel, T.& Grow, J. (2017). <i>Advertising Creative: Strategy, Copy, and Design</i>. 4th Edition, Sage. • Solomon, R. (2008). <i>The art of client service: 58 Things Every Advertising & Marketing Professional Should Know</i>, Revised and Updated Edition. Kaplan Publishing • Turnbull, S., & Wheeler, C. (2017). The advertising creative process: A study of UK agencies. <i>Journal of Marketing Communications</i>, 23(2), 176–194. • O'Connor, H., Koslow, S., Kilgour, M., & Sasser, S. L. (2016). Do Marketing Clients Really Get the Advertising They Deserve? The Trade-Off Between Strategy and Originality in Australian and New Zealand Agencies. <i>Journal of Advertising</i>, 45(1), 147–155. https://doi.org/10.1080/00913367.2015.1085821 • Parker, J., Ang, L., & Koslow, S. (2018). The Creative Search for an Insight in Account Planning: An Absorptive Capacity Approach. <i>Journal of Advertising</i>, 47(3), 237–254. https://doi.org/10.1080/00913367.2018.1474146 • Keegan, B. J., Rowley, J., & Tonge, J. (2017). Marketing agency – client relationships: towards a research agenda. <i>European Journal of Marketing</i>, 51(7-8), 1197–1223. https://doi.org/10.1108/EJM-10-2015-0712 • Parker, J., Koslow, S., Ang, L., & Tevi, A. (2021). How Does Consumer Insight Support The Leap to a Creative Idea? Inside the Creative Process: Shifting the Advertising Appeal from Functional to Emotional. <i>Journal of Advertising Research</i>, 61(1), 30. • Miliopoulou, G.-Z. (2024). <i>Creative advertising concept and copy : a practical, multidisciplinary approach</i>. Routledge, Taylor & Francis Group. https://public.ebookcentral.proquest.com/choice/PublicFullRecord.aspx?p=31195399 		
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<ul style="list-style-type: none"> • www.adcareers.gr/gr/home • www.adsoftheworld.com • www.adweek.com • www.adage.com • www.thedrum.com 		

COMMUNICATION REQUIREMENTS:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments
SOFTWARE REQUIREMENTS:	Blackboard CMS and MSOffice, Microsoft Word, multimedia production software
WWW RESOURCES:	<ul style="list-style-type: none"> • https://www.td.org/videos/what-is-account-planning • https://sammiyamujtaba.wordpress.com/2014/05/13/structure-of-advertising-agency/ • https://www.hierarchystructure.com/advertising-account-management-hierarchy/ • https://cdn2.hubspot.net/hub/31662/file-13736008-pdf/docs/strategic_account_plan_e_book.pdf • https://adage.com/article/adage-encyclopedia/account-planning/98300 • https://www.thebalancecareers.com/the-structure-of-an-advertising-agency-38911
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The structure of a communication agency – different types of agencies 2. The process of creating campaigns & executions 3. Communication strategy in advertising and PR (or the creative industries?): <ol style="list-style-type: none"> a. situation analysis: academic & market research – sleeping with the product b. objectives: what advertising can and cannot do c. targeting: segmentation & profiling d. main message: bridging the brand-consumer gap e. media & touchpoints: selection & timing 4. The creative brief: purpose, templates, instructions 5. Account planning: the big picture 6. Ethics & self-regulation: principles & processes 7. What clients want and what agencies want: building win-win relationships 8. Managing clients: interpersonal communication, trust, conflict management