An account planner wears many hats. As such, this occupation requires creative, analytical, interpersonal, and a host of other critical skills. In this course you will learn the fundamental techniques and strategies utilized by planners. Additionally, you will gain hands-on experience solving advertising and communication-related issues faced by many account planners today. This includes strategically determining and understanding your target audience’s needs and desires, establishing the purpose of your brand’s advertising, and generating creative briefs. I think of the planner as the psychologist on an ad team – they know people, they like people, they get people. We will focus on advertising account planning in this course but keep in mind that many of these skills easily translate to other fields and occupations.

Objectives:

1. Develop an understanding of account planning and the unique opportunities and challenges this occupation encounters in both off and online settings
2. Synthesize creative solutions to present-day account planning problems both in teams and independently
3. Defend strategic decisions through the use of primary and secondary, qualitative and quantitative research

Prerequisites: You should already be a JOUR major and completed the Mayborn School of Journalism’s Foundational Courses.

Required Readings: Available at bookstore; however, you are not required to buy them from the bookstore, many are available through online vendors or another bookstore:

- Additional readings will be available on Blackboard (as indicated in schedule below)

Email: This is the best way to reach me (see email address above). Please do not email me less than 24 hours before something is due, as I won’t be able to 100% guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address.

Blackboard Issues? For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall to get them assessed/fixed.

FYI: If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time.

Late Work: The world is run by deadlines. Turn assignments in on time. Assignments submitted after the deadline will receive a 10-point deduction for each day that passes.

Information About Teams: To reflect a real employment situation, teams will be assigned by me. Please contact me immediately if you are having repeated difficulty with a group member.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic(s)</th>
<th>Readings, Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/25, 8/27</td>
<td>Syllabus, Intros, A Day in the Life</td>
<td>Steel: Introduction</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Kocek: Pages 5-30</td>
</tr>
<tr>
<td>2</td>
<td>9/1, 9/3*</td>
<td>What Makes an Ad “Work”?</td>
<td>Teams to assemble</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Steel: Ch 1 &amp; 2</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Kocek: Pages 125-137</td>
</tr>
<tr>
<td>3</td>
<td>9/8, 9/10*</td>
<td>Audience Segmentation</td>
<td>“Party of One” topic presented</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Readings on Blackboard</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Pop Presentations</strong></td>
</tr>
<tr>
<td>4</td>
<td>9/15, 9/17*</td>
<td>Creative Briefs and SWOT</td>
<td>Steel: Ch 5</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Kocek: 58-70</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td><strong>Pop Presentations</strong></td>
</tr>
<tr>
<td>5</td>
<td>9/22, 9/24*</td>
<td>Talking with the Consumer</td>
<td>Steel: Ch 3 &amp; 4</td>
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<td></td>
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<td></td>
<td>Kocek: 31-48</td>
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<td></td>
<td></td>
<td></td>
<td><strong>Pop Presentations</strong></td>
</tr>
<tr>
<td>6</td>
<td>9/29, 10/1*</td>
<td>Analyzing the Consumer</td>
<td>Steel: Ch 6</td>
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<td></td>
<td></td>
<td></td>
<td>Kocek: 49-57; 71-124</td>
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<td></td>
<td></td>
<td></td>
<td><strong>Pop Presentations</strong></td>
</tr>
<tr>
<td>7</td>
<td>10/6, 10/8</td>
<td>Media Landscape, In and Out of Stores</td>
<td>Readings on Blackboard</td>
</tr>
<tr>
<td>8</td>
<td>10/13, 10/15</td>
<td>Project Meetings</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>10/20, 10/22*</td>
<td>The Campaign</td>
<td>Steel: Ch 7</td>
</tr>
<tr>
<td>10</td>
<td>10/27, 10/29*</td>
<td>Decision Making</td>
<td>Readings on Blackboard</td>
</tr>
<tr>
<td>11</td>
<td>11/3, 11/5</td>
<td>Global Planning</td>
<td>11/3, Online involvement</td>
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<td></td>
<td></td>
<td></td>
<td>11/5, “Party of One” Consultations</td>
</tr>
<tr>
<td>12</td>
<td>11/10, 11/12</td>
<td>Working with “The Creatives”</td>
<td>11/10, “Party of One” Due!</td>
</tr>
<tr>
<td>13</td>
<td>11/17, 11/19</td>
<td>Final Project Consultations</td>
<td>11/17, Consultations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>11/19, Online consultations</td>
</tr>
<tr>
<td>14</td>
<td>11/24, 11/26</td>
<td>Final Project Consultations</td>
<td>11/26, No class (Thanksgiving)</td>
</tr>
<tr>
<td>15</td>
<td>12/1, 12/3</td>
<td>Final Week: Project Presentations</td>
<td>12/1, Project papers due</td>
</tr>
</tbody>
</table>

Readings assigned for each week should be read prior to coming to class on the Thursday of that week. I reserve the right to make changes to these readings throughout the semester.
Assignments:

- **Weekly Exercises (25%)** For the weeks with a star marked above, an assignment will be given on that date. This is an opportunity to exhibit the account planning skills you are acquiring in this class. Examples of these exercises include being asked to complete a brief assignment in class with your group, answer questions individually on a quiz, or take the weekend to respond to a homework assignment. These exercises will cover material presented in class by me and by your peers (where applicable) as well as within the readings for that week. Instructions will be specific to each assignment. These are meant to be challenging and to push your understanding – they are called “exercises” for a reason! Come to class prepared and you should have no problem doing well. **Make-up weekly exercises will not be offered.** However, as you can see, there are a total of 7 dates marked for exercises. I will only count 5 of your exercises. Therefore, if you complete all 7 exercises, I will drop your two lowest exercise grades at the end of the semester. Or, if you miss two class periods on which we have exercises, you will be able to drop those two exercises. I will drop no more than a total of 2 exercises.

- **Pop Presentation (10%)** A key feature of any good account planner is to be well rounded: full of knowledge on a wide variety of topics. Planners are extremely well read and are always asking questions and looking for new information. Given this, the purpose of this assignment is to give a brief presentation on a topic that your team believes would be beneficial for a class of future account planners to have in their back pocket. Each team will give one presentation. You will be asked, as a team, to pick two preferred dates, of which you will be assigned to one or the other. You will be asked to “okay” your topic with me at least a week before you present. Example Rubric, Guidelines: Page 11

- **“Party of One” (25%)** Account planners often collaborate with many other individuals in and outside of the agency; however, much of this legwork comes single handedly. The purpose of this paper is to allow you to respond to an advertising issue using your own brain and the tools you’ve been equipped with in this class. We will discuss this project further in class and a rubric with specific instructions will be presented on Sept 8th.

- **Team Defense (30%)** In the second half of the semester you will complete a team exercise serving as a culmination of the skills and techniques taught in this class. A client will present an advertising issue to your team and you will be responsible for generating a strategic communication campaign to fit the client’s needs. Part of this project will be collecting primary data to justify decisions made to create your campaign. Also, you will generate your own creative brief based on this data. We will discuss this project further in class.

- **Participation (10%)** You should attend every class. This in itself does not constitute participation; rather, you should be an engaged student – contributing to class discussions by asking questions, giving feedback, etc. I keep a record of student’s daily participation. Things that will dramatically reduce your participation score are talking during class (THE WORST), engaging excessively with your phone or computer, generally not contributing to discussions, etc.
**Grades:**
A: 90.00 – 100%
B: 80.00 – 89.99%
C: 70.00 – 79.99%
D: 60.00 – 69.99%
F: At or below 59.59%

**JOURNALISM REQUIREMENTS & GUIDELINES**

**JOURNALISM COURSE REGISTRATION**

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

**RE-TAKING FAILED JOURNALISM CLASSES**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**TEXTBOOK POLICY**

The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**FIRST CLASS DAY ATTENDANCE**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

**OFFICE HOURS**

I have office hours available on Tuesdays and Thursdays from 11:00 AM-Noon and from 2:00-4:00 PM, as well as by appointment. If you have a complicated question, office hours are best.
ATTENDANCE

This is a small class. I will be taking attendance. I allow one excused absence before missing class starts impacting your final grade. Coming to class late or leaving early may be counted as an “absence.”

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://financial.aid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

IMPORTANT FALL 2015 DATES

FALL 2015

August 24 2015        First Class Day
September 7, 2015     Labor Day
September 8, 2015     Beginning this date, students may drop a course only with written consent of instructor.
October 2, 2015       Last day for student to receive automatic grade of W for nonattendance.

Last day for change in pass/no pass status.
Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.

October 3, 2015  Beginning this date, instructors may drop students with a grade of WF for nonattendance.

November 2, 2015  Last day to drop with either W or WF.

Last day for a student to drop a course with consent of the instructor.

November 9, 2015  Beginning this date a student who qualifies may request an Incomplete, with a grade of I.

November 26 – 29, 2015  Thanksgiving Break (no classes; university closed).

December 3, 2015  Last Class Day

December 4, 2015  Reading Day (no classes).

December 5 – 11, 2015  Final Exams.

**ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

```
Individual Faculty Member/Advisor
  ↓
Director, Mayborn School of Journalism
  ↓
Dean, Mayborn School of Journalism
```
OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at [http://www.unt.edu/oda](http://www.unt.edu/oda). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. For any project for which academic dishonesty is determined, including assignments, papers, etc. (everything you get a grade for), you will receive a zero for that assignment and, in some cases, further grade reductions (such as an F in the course) will be administered on a case-by-case basis, depending on the severity. We will discuss cheating and plagiarism in class to see if you have any questions about this.
MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.
ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ Director of Advising for instructions.
EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Statement of Student Learning Outcomes

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master’s program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3020, will help to meet the student learning outcomes that have been checked by your professor, Dr. Sara Champlin.

Each graduate must:

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
Pop Presentation Rubric & Guidelines (subject to change)

The purpose of this project is to educate your peers on a topic that is useful for account planning. That being said – the topic is fairly open. Get creative! Places to start would be emerging trends in the worlds of advertising, public relations, psychology, or sociology. Ask your peers what would be interesting to them. These are meant to be Ted Talk or PechaKucha-style presentations – fast, concise, and informative. Educate your audience enough so if they were at a party, they could talk knowledgeably about your topic. To ensure that multiple groups do not present on the same topic, I ask that you “okay” your team’s topic with me at least one week prior to your presentation.

Content
Coherent explanation of the topic – what are you talking about? (2 points)
   Examples provided
   How did you find this topic
Connection to account planning made (4 points)
   Why do we care about this?
   Generally interesting (1 point)

Points: _____ / 7 points
Comments:

Style
   Professionalism (1 points)
   Each group member talks at least once (0.5 point)
   Within time limit (10 minutes) (1 point)
   Adequacy of answering questions by group (0.5 point)

Points: _____ /3 points
Comments:

Points total: _____ / 10 points