

Accounts Management

Code: 103162
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Mireya Places Fernando

Prerequisites

None

Objectives and Contextualisation

- Knowledge of the account manager figure
- Approach to the agency sector
- Strategic planning: insights, benchmark, brand awareness, brand positioning.
- Creation of strategy and communication plan
- New strategies below the line and the Internet
- Presentation tools. Know how to sell and present

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Demonstrate knowledge of the basic principles of negotiating with the media and the purchase of advertising space.

3. Describe the nature of exchange relations between advertising companies and consumers.
4. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
5. Identify the target audience in developing a media plan.
6. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

- The account manager and his department. Functions and responsibilities. Agency structure. Agency-advertiser relationship. Agency-suppliers. Interdepartmental relations.
- Benchmark and Communication Plan
- Briefing and counterbriefing
- Research
- Strategic marketing
- Below the line and internet
- Suppliers, budgets, cost control and invoicing
- Negotiation and sale in advertising. New business.
- Analysis, presentation and argumentation of campaigns (several sessions)

Methodology

- Theoretical sessions + practical sessions
- Classroom 1 (theory and practice) and classroom 2 (practice)
- Case method
- Professional presentations sector
- Individual practices + group practice
- Presentations

The teaching methodology and the evaluation may undergo some modification depending on the restrictions on a
The student who commits any irregularity (copy, plagiarism, impersonation)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	6, 2, 3, 4, 5
Type: Supervised			
Tutorships	7.5	0.3	6, 2, 3, 4, 5
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	82.5	3.3	6, 2, 3, 4, 5

Assessment

- Compulsory attendance 80% of the classes.

- Mandatory submission of ALL assignments.

- Very strict timings; assignments more than one week late will not be accepted. Work delivered after the deadline will have a penalty of -1 point to be subtracted from the final grade.

- Final grade: 30% communication plan - 30% benchmark - 40% rest of exercises and practices. To make the average and pass the course it is necessary that both the benchmark and the communication plan are approved.

Recovery

- The recoverable evaluation activities are: the communication plan and the benchmark.

Second enrollment

- Students who re-enroll in the course (repeaters) must take a synthesis test that will be communicated at the beginning of the course.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Benchmark	30	2.5	0.1	1, 6, 2, 3, 4, 5
Communication plan	30	2.5	0.1	6, 2, 3, 4, 5
Practice	40	2.5	0.1	1, 6, 2, 3, 4, 5

Bibliography

- Cooper, Alan (editor, 2009) Planning: cómo hacer el planeamiento estratégico de las comunicaciones, Ediciones Paraninfo, Madrid.
- Fernández-Gómez, Jorge David (2014) Mecanismos estratégicos en publicidad: de la USP a las Lovemarks, Advoook, Sevilla.
- Keller, Kevin Lane (2013) Strategic Brand Management, Pearson.
- Kotler, Philip (2018). Marketing 4.0. Editorial Lid.
- Lannon, Judie y Baskin, Merry (editoras) (2008): A Master Class in Brand Planning. The Timeles Work of Stephen King, JohnWiley & Sons, West Sussex, England.
- Sánchez-Blanco, Cristina (2011): Planificación estratégica. Editorial Universitas. Madrid.
- Santesmases, M (2011). Marketing, conceptos y estrategias. Grupo Anaya Lectura.
- Soler, P (2008). El director de cuentas. Gestión de cuentas en marketing y publicidad. Barcelona: UAB. Servei de Publicacions
- Steel, Jon (2012): Verdades, Mentiras y Publicidad. El arte de la planificación de cuentas. Editorial Fragua, Madrid

Software

The course does not require any specific software.