

**Accounts Management**

Code: 103162  
ECTS Credits: 6

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

**Contact**

Name: Montse Lavilla Lavilla Raso  
Email: montse.lavilla@uab.cat

**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**

- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use advanced technologies for optimum professional development.

**Learning Outcomes**

1. Analyse a situation and identify its points for improvement.
2. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
3. Communicate using language that is not sexist or discriminatory.
4. Demonstrate knowledge of the basic principles of negotiating with the media and the purchase of advertising space.
5. Identify situations in which a change or improvement is needed.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Identify the target audience in developing a media plan.
8. Propose new methods or well-founded alternative solutions.
9. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
10. Propose projects and actions that incorporate the gender perspective.
11. Propose viable projects and actions to boost social, economic and environmental benefits.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
14. Use advanced technologies for optimum professional development.
15. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

## 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)

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject.

## 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

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	2, 1, 12, 4, 7, 6, 5, 15, 8, 9, 11
Type: Supervised			
Tutorships	7.5	0.3	2, 12, 4, 7, 5
Type: Autonomous			
Reading, analysis and synthesis of texts, preparation and execution of works	82.5	3.3	2, 12, 4, 7, 6, 11

## 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

Students will be entitled to the reevaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

- 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.

### Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Benchmark	30	2.5	0.1	2, 1, 3, 12, 4, 7, 6, 5, 15, 8, 9, 10, 11, 13, 14
Communication plan	30	2.5	0.1	2, 1, 3, 12, 4, 7, 5, 8, 10, 13, 14
Practice	40	2.5	0.1	2, 3, 12, 4, 7, 6, 15, 8, 9, 10, 11, 13, 14

## 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, Advook, 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.