

Accounts Management

Code: 103162
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OB	3

Contact

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Teachers

Leila Mohammadi

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

None

Objectives and Contextualisation

- Understand the role of the account director
- Bring the agency sector closer to students
- Learn to develop strategic planning exercises: insights, benchmarking, brand awareness, brand positioning
- Create communication strategies and plans
- Develop new strategies in below-the-line and Internet marketing
- Acquire tools for presentations. Learn how to sell and present

Learning Outcomes

1. CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.

2. CM24 (Competence) Design advertising campaign strategies while avoiding any gender bias.
3. KM27 (Knowledge) Recognise the value of brands and audiences as strategic linchpins in the relationship between advertisers and consumers.
4. SM20 (Skill) Determine the communication objectives for the design of the most appropriate advertising strategies while considering the needs of brands and audiences.
5. SM21 (Skill) Determine the roles and responsibilities of account executive staff in the agency-advertiser relationship.

Content

- Unit 1. Benchmarking for the development of the communication plan
- Unit 2. Target audience: Segmentation, definition of the Buyer Persona, and Customer Journey
- Unit 3. Brand: Brand purpose, values, and personality. Brand ideation
- Unit 4. Case method: Various cases with communication challenges to solve
- Unit 5. Strategy and objective definition. Strategic planning concept for campaign development
- Unit 6. Digital marketing: Types of digital campaigns and their application to communication strategies
- Unit 7. New business: Agency credentials presentation. Agency pitch processes

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

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

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

The detailed schedule with the content of the different sessions will be presented on the first day of the course and will be available on the Virtual Campus of the subject, where students will find the various teaching materials and all the necessary information for proper course follow-up. In the event of a change in the teaching modality due to force majeure, as determined by the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Benchmark	30	2.5	0.1	CM22, CM24, KM27, SM20
Communication plan	30	2.5	0.1	CM22, CM24, KM27, SM20
Practice	40	2.5	0.1	CM22, CM24, KM27, SM20, SM21

This subject follows continuous assessment or single assessment

Continuous assessment

The activities of the continuous assessment are: 30% communication plan - 30% benchmark - 40% exercises and practices

In order to average and approve the subject, both benchmark and communication plan must be approved.

Final grade: To make the average and pass the course it is necessary that both the benchmark and the communication plan are approved.

- 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.

Single assessment

Single assessment: 40% exam- 50% communication plan - 10% Practical exercise

Recovery continuous assessment:

Students will be entitled to the revaluation 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.

Recovery single assessment:

The recoverable activities of the single assessment are: the exam and the communication plan.

Practical sessions are excluded from the resit process, as they involve production and presentation processes that cannot be replicated within the period established for resits.

Not assessable

Students who have not completed at least 33% of the assessment activities scheduled in the course will be considered "*not assessable*", and this will be reflected in their final grade.

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.

AI

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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 Timeless Work of Stephen King, John Wiley & 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.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan	first semester	afternoon
(PLAB) Practical laboratories	52	Catalan	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon