



Course:	MEJO – 490.002 Account Management
Time:	Tuesday 4:00pm – 6:30pm
Classroom:	CT 301
Office hours:	By appointment (email, text, call)
Instructor:	Chris Mumford
Email:	chris.mumford@martinagency.com
Phone:	804-366-3304 (cell)

COURSE DESCRIPTION

You can argue that the institution with the greatest influence on our culture today is not the federal government, not the church, but the corporation. And while that may be good or bad, what is not debatable is that \$600 billion that is spent annually to project the voice of the corporation makes it a very powerful voice. In this course, we will learn how to make this voice better, more innovative, disruptive and most of all, more effective. We will study the business of advertising and explore the critical role account managers play in developing work that moves people, transforms the human experience and translates into tangible business outcomes.

LEARNING OBJECTIVES

1. Develop an understanding of what advertising agencies do and the critical role of the account manager.
2. Gain an understanding and appreciation for the personal traits that define success in account service.
3. Build skills for working with creative, media planners, account planners, and other agency specialists.
4. Develop an understanding of what constitutes a healthy agency-client relationship, how to achieve it, and how to manage it.

5. Familiarize yourself with the language used in the advertising business and specifically the lingo of account managers.
6. Acquire a set of tools to deal with the challenges and opportunities you will encounter as you progress in your career.

CONTACT

Chris Mumford – Adjunct Professor
The Martin Agency
President

(804) 366-3304 mobile (Texting is preferred for immediate response)
chris.mumford@martinagency.com

If something is critical or time-sensitive, do not rely on email please call or text. I will always try to make myself available as quickly as possible. I am here to support you.

EXPECTATIONS

1. Be on time for every class. **Class starts @ 4:00pm.**
2. Attendance will be taken (See below section for Attendance)
3. Come prepared for every class. Readings done. Assignments ready to hand in.
4. Participation in class is mandatory and will be a significant part of your grade. Have opinions, ideas or questions about topics reviewed and share them. **Learning to articulate your ideas is an important part of the class.**
5. Materials/examples provided by instructor may not be posted or shared publicly without explicit permission. Materials are confidential.

Please Note:

At times we will have industry professionals as guest speakers and/or judges for team presentations. Due to their work schedules, last minutes changes may occur. We'll have to roll with it.

PARTICIPATION AND ATTENDANCE

Doing well in this course will require **active participation and regular attendance**. In order to participate actively, you will have to prepare for class, including completing the assigned readings prior to class.

University Policy:

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

ASSIGNMENTS AND DEADLINES

All work must be **typed and printed out and turned in as a hard copy at the beginning of class to receive full credit.** I require that you provide both a hard copy (print out) and a soft copy (send to me via email for my files) An exception is if you are provided a worksheet/in class exercise on which to complete the assignment. **Any assignments that are not printed out and are sent ONLY via email instead will have 10 points deducted.** Late assignments will be deducted 10 points for each 24-hour period they are late. If you are absent when an assignment is due please coordinate with me directly to get me the assignment within 24 hrs in order to avoid loss of points.

HONOR CODE

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

SYLLABUS CHANGES

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

COUNSELING AND PSYCHOLOGICAL SERVICES

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

TITLE IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on

campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

POLICY ON NON-DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

DIVERSITY

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas.

NOTE: This is a business of creativity, collaboration and trust. Great ideas are born out of deep relationships, stellar partnerships and teamwork. Always be professional in your dealings with your fellow workers and the people you meet. And even more importantly, find

ways to lift them up and make them feel safe. You never know where the next great idea will come from.

Grading

Measurements for grades will be based on a point grading system – A total of 1,000 points.

CLASS PARTICIPATION:	100pts
1ST PRESENTATION:	100pts
MIDTERM:	200pts
LEADERSHIP TRIANGLE:	100pts
FINAL EXAM PRESO:	500pts
GRAND TOTAL =	1,000pts

Grading scale:

1,000-900	A
899-800	B
799-700	C
699-600	D
below 600	F

Grades will be assessed on the following:

100: Outstanding level of thought, effort, and attention to detail

90: Above average level of thought, effort, and attention to detail

80: Good level of thought, effort, and attention to detail

70: Assignment is complete. Thought, effort, and attention to detail is adequate

60: Assignment is incomplete and/or lacking effort

Below: Assignment is severely lacking in effort

Note: BELOW CLASS SCHEDULE/SUBJECT TO CHANGE/EXACT CLASS ASSIGNMENTS/TOPICS AND GUEST SPEAKERS ARE A GUIDE AND MAY CHANGE.

Class Date	Subject	Assignment	Due Date
August 16	Introductions <ul style="list-style-type: none"> Review Syllabus Class Goals and Expectations History Agency Ecosystem Basics Definition of Account Management 		
August 23	Running an Agency <ul style="list-style-type: none"> Types of Agencies Review Agency Structure 	Reading: Course Pack	

	<ul style="list-style-type: none"> • Roles and Responsibilities • Financial: 101 -- How we make money 		
August 30	What's a Brand? <ul style="list-style-type: none"> - Why should we care? - Brand vs. Product - Brand Positioning - Brand Purpose 	Reading: Course Pack	
September 6 (no class)	Well-being Days – Day after Labor Day		
September 13	Defining GREAT WORK? <ul style="list-style-type: none"> - Creative Ambition - Cultural Impact - Understanding Your Audience - Effective Channel Innovation My Greatest Failure -- American Cancer Society – Birthdays My Greatest Success – Donate Life – World's Biggest Asshole	Reading: Course Pack ACS Case Study <i>Assignment: Present your favorite advertising campaign and why? (10min presentation max)</i>	9/20 and 9/27
September 20	STUDENT PRESENTATIONS (10 MIN MAX) Effective Advertising CASE BREAKDOWNS <ul style="list-style-type: none"> • Discussion 	Reading: Course Pack	
September 27	STUDENT PRESENTATIONS (10 MIN MAX) Effective Advertising CASE BREAKDOWNS <ul style="list-style-type: none"> • Discussion 	Reading: Course Pack	
October 4	Great Account Leadership and How to Get into the Business <ul style="list-style-type: none"> - Assign Teams for Final Exam 	Reading: Course Pack	
October 11	How Clients Think <ul style="list-style-type: none"> - GUEST SPEAKER - Betsy Wilson – VP Digital Marketing and Brand Activation – UPS (UNC-CH Graduate) 	Reading: Course Pack Assignment: Final Exam	

	FINAL EXAM BRIEFING -- UPS	Presentation (Required - Final Written Deck and Presentation)	11/29 and 12/6
October 18	MIDTERM EXAM	Written Test	
October 25	Creating Competitive Advantage /Tools of the Trade <ul style="list-style-type: none"> • Creative Briefs • Insightful Briefing • Consumer Journeys (Comms Plans) • Understanding the Funnel • Measuring Results 	Reading: Bud Light New Business Presentation	
November 1	My Favorite Work and Great Selling <ul style="list-style-type: none"> • Pitching • Presentations • Persuasion • Case from The Future 	Reading: GEICO Case (Unskippable)	
November 8 (vote)	Leadership Workshop <ul style="list-style-type: none"> • Defining leadership • Finding your style 	Reading: Course Pack	
November 15	The Importance of Organizational Culture Treating yourself like a Brand		
November 22 (no class)	THANKSGIVING BREAK		
November 29	FINAL PRESENTATIONS		
December 6	FINAL PRESENTATIONS		