

## 1. BASIC DETAILS

Course	Account Management
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

## 2. INTRODUCTION

The Account Management subject in the Bachelor's Degree in Advertising of Universidad Europea is a fundamental course that aims to provide students with a comprehensive and in-depth view of advertising account management.

Throughout this course, students will learn how to control and manage advertising accounts, from identifying customer needs to implementing creative and strategic solutions in order to meet these. They will be taught how to understand the importance of customer relationships and to develop skills for negotiation and conflict resolution.

Students will also acquire skills to lead creative teams and coordinate work in different areas, such as strategic planning, creativity and production. The current trends of the advertising market and how these affect account management will also be explored.

## 3. SKILLS AND LEARNING OUTCOMES

### Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

**Transversal skills (CT, by their acronym in Spanish):**

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

**Specific skills (CE, by their acronym in Spanish):**

CE08 - Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.

CE10 - Ability to implement the theoretical and practical bases of advertising, from definition to strategic planning in the media.

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE12 - Ability to recognise the theoretical and practical concepts of advertising strategy and implement knowledge when developing this.

**Learning outcomes (RA, by their acronym in Spanish):**

RA1: Students will have a good command of the management process of advertising accounts, understanding the planning, programming, management and control processes.

RA2: Students will be able to manage interdepartmental relationships within the agency in order to bring a project to a successful conclusion.

RA3: They will have a commercial responsibility, with good interpersonal communication skills.

Skills	Learning outcomes
CB5, CT9, CE12	RA1
CB5, CT9, CE12	RA2
CB5, CT9, CE12	RA3

## 4. CONTENTS

- Overall view of the advertising account management process. Planning, programming and control methods for advertising projects.
- Techniques and protocols concerning the relationship between the agency and customer, and final presentation of projects.

## 5. TEACHING/LEARNING METHODS

### ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Simulation environments

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

### On-campus:

Learning activity	Number of hours
Lectures	18
Asynchronous lectures	12

Debates and discussions	10
Case study analysis	20
Problem-solving	20
Oral presentations	15
Drawing up reports and written work	20
Independent working	20
Workshops and/or laboratory work	15
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

### On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	10.0
Case study/problem scenario	10.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

## 8. BIBLIOGRAFÍA

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Moriarty, S., Mitchell, N. D., & Wells, W. D. (2019). Advertising: Principles and practice (10th ed.). Pearson Education.

Belch, G. E., & Belch, M. A. (2020). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.

Clow, K. E., & Baack, D. (2021). Integrated advertising, promotion, and marketing communications (8th ed.). Pearson Education.

Russell, T., & Lane, R. (2019). Kleppner's advertising procedure (19th ed.). Pearson Education.

Jefkins, F., & Yadin, D. (2016). Publicidad (15th ed.). Ediciones Pirámide.