NOTE: This Course Syllabus serves as an official agreement between the instructor, Carolyn T. Mitchell, and the enrolled students. You will be held to the policies, procedures and standards stated within this syllabus. Therefore it is your responsibility to read it the first day of class. Please print this document and keep a copy for your records.

CRN: 17302  Session 701  First Class Session:  Mon., Aug. 27, 2018

Instructor:  Professor Carolyn Mitchell  E-Mail:  cmitchel@utep.edu

Online Office Hours:  Monday – Thursday 8:30 a.m. – 9:30 a.m. (Mountain Time) or by appointment

Department Phone:  915-747-5129  Fax: 915-747-5236

NOTE:  Response to email, discussion forums, and telephone messages may not be instantaneous except as noted for the online office hours. During that time period your instructor will be online and available to answer your questions. Please factor in additional response time when communicating with your instructor outside of the online office hours.

COURSE DATES:  This three-credit course is a 7-week course that follows the UTEP Online calendar. The course begins on August 27, 2018 and ends October 14, 2018.

COURSE CREDITS:  3 hours

LOCATION:  This course is a full Web course and is conducted in Blackboard.

COURSE DESCRIPTION and REQUIREMENTS

COURSE DESCRIPTION:
This course introduces the student who is interested in working in the field of advertising to the fundamental structure and role of advertising management in the professional service arena, including the concept of client relationship management and the corresponding techniques. The class is designed to be informative and educational, and to encourage students to have "fun" with the material. Written communication skills are especially important and emphasized throughout the semester.

Among many of the topics to be discussed, students will examine the current and future role of account management, as well as strategic planning in specific areas to include advertising agencies and media organizations. Students will examine the practical communication skills
necessary to be an effective account manager, executive and planner. Students will be afforded the opportunity to apply what they have learned in previous courses to realistic situations from the business world.

**COURSE PREREQUISITES:**
Required core prerequisites for Department of Communication majors include COMM 1370 Introduction to Communication Studies. For media advertising majors, students must also have completed COMM 2330 – Principles of Advertising – both with a grade of "C" or better and junior standing or have permission from the instructor.

**COURSE OBJECTIVES and STUDENT OUTCOMES:**
Upon satisfactory completion of this course, the student will be able to:
1. Identify the role and functions of account management in the advertising arena;
2. Develop an understanding of account management activity in media organizations;
3. Recognize the career opportunities in the account management field;
4. Be familiar with the professional, ethical and legal responsibilities associated with account management; and
5. Utilize practical guidelines for written, spoken and visual techniques to reach selected audiences.

**REQUIRED TEXT:**

**METHODS OF INSTRUCTION:**
Online discussions will be combined with planned exercises to provide opportunities for personal growth and understanding. The exercises require students to respond as they might in real situations, thus providing a "safe" environment in which to try out new communication behaviors, refine behaviors, and discover a variety of ways of approaching important communication problems. Opportunities to view video material will be provided along with online blogs from individuals in the professional arena. All class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, Flash presentations with sound, and interactive flash presentations with sound.

**WEEKLY TIME COMMITMENT:**
Although this course is taught in only seven weeks, your total time commitment will be the same as a full-semester (15 weeks) three-credit hour class. Each week you should expect to spend an average of 10-12 hours per week on this course. This includes online class time as well as study/homework per week. Multiple topics are discussed each week and multiple weekly
assignments are required (refer to the Pacing Schedule for more information). Look carefully at your work schedule, school schedule, and family obligations and allow plenty of time for each.

**REQUIRED VIEWING:** (available online through Amazon and iTunes)
*The Pitch*, as originally aired on AMC during the summer of 2012 and fall of 2013, offered viewers a glimpse inside America’s top ad agencies. With only seven days to prepare a pitch, two agencies competed to win a new client the only way they could: by going head-to-head in a winner-takes-all showdown. Episodes are available on Amazon and iTunes.

**RECOMMENDED BOOKS:**
Students must read two (2) books as identified on the “Book Report” list or submit a book title for approval. Approval for books not identified on the class book list must be submitted to your class instructor ONE WEEK in advance. The class book list is available online through the “Getting Started” module with this online course.

**SUPPLEMENTAL READING:**
Throughout the course, students may be asked to read a variety of periodicals to include local, regional and national newspapers (i.e. *New York Times*), advertising trade industry periodicals (i.e. *Advertising Age, AdWeek*) and other reputable publications that contain articles on advertising. Likewise, advertising related websites such as MediaPost, Web Marketing Today, Sales Marketing and Management, among others, may be incorporated into readings and online discussions.

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**ONLINE LEARNING**

*If this is your first online class, this section is very important reading. Even if you have taken an online class before, please review this information.*

Class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and Flash presentations with sound. Often students new to online learning perceive and expect online courses to be easy and involve little to no work on their part. This is a misperception, and in fact, online courses may be more demanding than a face-to-face course depending on the learning style of the student. It is important to remember that this online class is conducted over a seven-week period. However, the content represents the same content presented in a 15-week, traditional face-to-face classroom setting.

This course is conducted completely online. The primary mode of instruction is through UTEP’s Blackboard Learning Management System. You are expected to communicate online with your instructor and other classmates about specific assignments. Most of your work, however, is done on your own through reading assignments and accompanying lecture materials. This course is *not* self-paced. You will have daily and weekly assignments with daily and weekly due dates. In order to successfully complete this course, you must submit your assignments on time. All posting deadlines expire as noted on the assignments and activities.
IF YOU HAVE QUESTIONS:
When taking an online course you must take the initiative to ask your instructor questions if you
do not understand the material. Your response from the instructor may not be instantaneous. You
must learn to factor in the response time when completing your work. If you wait until the last
day, you may not have time to receive a response before your assignment is due.

COURSE TECHNICAL INFORMATION

COURSE FUNDAMENTALS:
This course is a full Web course and is conducted in Blackboard. To successfully navigate this
course you must be computer competent in the following:
- Microsoft Word/Office
- Adobe Flash
- E-mail, including sending and receiving attachments
- The Internet using a Web browser

NOTE: If you do not have Microsoft Office, check with your University of Texas branch store for the
special Microsoft Office package which includes Word, Excel and PowerPoint. Contact the UTEP
Bookstore (915)747-5594 for more information.

BLACKBOARD LEARNING MANAGEMENT SYSTEM:
You must use Blackboard to participate in this course. You will need a computer with access to the
internet. Wi-Fi is available free at UTEP, and computers are also available for students to use in
campus wide computer centers. In order to use any UTEP Computer Lab you must have a valid
UTEP Student I.D. card.
- PC users: use the most current version of Google Chrome or Mozilla Firefox
- Mac users: use the most current version of Safari.

Your web browser should display frames, run the latest version of Java and JavaScript, and have
cookies enabled. You must also be able to view:
- view pop-up windows,
- PowerPoint presentations,
- Word documents,
- PDF files,
- Flash files,
- and be able to listen to sound via podcasts and your computer’s media player

It is recommended that you take the time to read the HELP screens and student support
information available at: https://en-us.help.blackboard.com/ OR
https://en-us.help.blackboard.com/Learn/Reference/Blackboard_Learn_Videos/Student_Videos

TECHNICAL REQUIREMENTS:
The University of Texas at El Paso provides free 24/7 Helpdesk support to academic students and
faculty members teaching on-line through the Tech Support Company. The Helpdesk can provide
answers to questions about using technology and services, as well as, technical support. Please visit the technical support page for more information.

UNIVERSITY POLICIES

SCHOLASTIC HONESTY AND STUDENT DISCIPLINE:
The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed, or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Students for disposition. It is the Dean of Student's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner which provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students participating in this online class should ONLY be those students OFFICIALLY enrolled in the course and section.

CENTER FOR ACCOMMODATIONS AND SUPPORT SERVICES POLICY:
As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, individuals with disabilities have the right to equal access and opportunity. If a student needs an accommodation then the Center for Accommodations and Support Services (CASS) at UTEP needs to be contacted. If you have a condition which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of CASS. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability. You can also contact them by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

CLASS POLICIES and ACTIVITIES

NETIQUETTE RULES:
Online etiquette is important to keep in mind when communicating with others on the Internet. These core rules of netiquette are excerpted from the book Netiquette by Virginia Shea (Albion Books, 1997).

Rule 1: Remember the Human
Rule 2: Adhere to the same standards of behavior online that you follow in real life
Rule 3: Know where you are in cyberspace
Rule 4: Respect other people's time and bandwidth
Rule 5: Make yourself look good online
Rule 6: Share expert knowledge  
Rule 7: Help keep flame wars under control  
Rule 8: Respect other people's privacy  
Rule 9: Don't abuse your power  
Rule 10: Be forgiving of other people's mistakes  
For further information on each rule, go to: http://www.albion.com/netiquette/corerules.html  

General Guidelines:  
When communicating online, you should always  
• Treat everyone with respect, even in email or in any other online communication.  
• Always use your professors’ proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.  
• Unless specifically invited, don’t refer to your professor by their first name.  
• Use clear and concise language.  
• Remember that all college level communication should have correct spelling and grammar.  
• Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you”.  
• Use standard fonts such as Times New Roman and Arial and use a size 12 point font.  
• Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.  
• Be cautious when using humor or sarcasm as tone is sometimes lost in a discussion post and your post might be taken seriously or offensive.  
• Be careful with personal information (both yours and other’s).  

Message Board Netiquette and Guidelines  
When posting on the Discussion Board in your online class, you should:  
• Make posts that are on topic and within the scope of the course material.  
• Take your posts seriously and review and edit your posts before submitting.  
• Be as brief as possible while still making a thorough comment.  
• Always give proper credit when referencing or quoting another source.  
• Be sure to read all messages in a thread before replying.  
• Don’t repeat someone else’s post without adding something of your own to it.  
• Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.  
• Always be respectful of others’ opinions even when they differ from your own.  
• When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.  
• Do not make personal or insulting remarks.  
• Be open-minded.  

E-mail Netiquette  
When you send an email to your instructor, you should:  
• Use a descriptive subject line  
• Be brief  
• Make sure that any attachments can be opened by your instructor.  
• Avoid HTML in favor of plain text
• Sign your message with your name and return e-mail address

ASSIGNMENTS:
Due dates for assignments and activities are clearly indicated in the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. **Late assignments will not be accepted, unless for a reason deemed valid by the instructor, and only if advance arrangements have been made with your professor at least 48 hours in advance.**

CLASS PARTICIPATION:
Participation in the weekly group discussions is extremely important. Students are expected to be prepared for each discussion. Please pay attention to the posting deadlines. You should post your initial response to the discussion question by the designated due date. Then on the following day, you should read and respond to your classmates as per the online directions. Grading for the discussion boards is based on both your initial response as well as your timely comments to your classmates.

EVALUATION:
Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar **before** submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Please do not use them in homework, the discussion forum, or in emails to your instructor.

Computer related problems are never a valid excuse for not completing or submitting an assignment on time, therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. Should you have a problem with Blackboard, you should contact the HELP Desk at UTEP for assistance.

GRADING:
Grading criteria are based on the following point system. Due dates for papers will be included with each assignment. The grading scale for this class is indicated below. An "A" represents a student’s outstanding performance in the class and whose work is both distinctive and of a quality that indicates a full mastery of the subject.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce Yourself Discussion Board</td>
<td>up to 25 points</td>
</tr>
<tr>
<td>Syllabus Quiz</td>
<td>up to 50 points</td>
</tr>
<tr>
<td>Mid Semester Discussion Board</td>
<td>up to 25 points</td>
</tr>
<tr>
<td>Book Reports (2 @ 100 points each)</td>
<td>up to 200 points</td>
</tr>
<tr>
<td>Case Study Reviews (13 @ 40 points each)</td>
<td>up to 520 points</td>
</tr>
<tr>
<td>The Pitch Discussion Boards (7 @ 40 points each)</td>
<td>up to 280 points</td>
</tr>
<tr>
<td>Lecture Assignments (4 @ 25 points each)</td>
<td>up to 100 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>up to 1200 points</td>
</tr>
</tbody>
</table>

1. Book Reports
Two (2) book reports are required for this course and titles will be taken from a comprehensive book list provided by the instructor. Students are required to provide references for all materials quoted or from which the student obtains ideas used in papers and presentations. References
should be substantive enough so that anyone interested can find the material referenced. Additional information on book reports will be posted online the first day of class. Book Reports receive up to 100 points. There is an opportunity for an extra credit book report that is due during the last week of the semester. If you choose to submit this extra credit book report, it is valued at up to 50 extra credit points. Book Reports not submitted on time will receive zero points.

Reports should be submitted as a Word document in Office 2007, Office 2010, or rich text format (rtf). Please do not submit Pages files, which your professor cannot open. Name your files with your last name, first initial and assignment name, like so: MitchellC_BookReport1. Be sure and include your name in the header of every submission. Always keep a copy of all the work you submit.

2. Case Study Reviews and Discussions
Each week a group of one to two case studies from your textbook are assigned for reading and discussion. The questions used for the discussion assignments are based on the assumption that students have completed the week’s assigned reading. You will be asked to provide responses to a series of questions plus add comments to two of your classmates’ responses. Although there are no right and wrong answers to the questions, there are good and bad recommendations as solutions to the stated scenario. You will receive up to 40 points for reading the case study, answering the questions and responding to your classmates. If you do not participate in the readings and discussion, you will receive zero points for each case study missed.

Discussions with your classmates must be comprehensive and provide a thoughtful response: simple agreement with or support of a classmate’s post will not be counted as a response. It is important to post your comments plus your responses to your classmates in advance of the posted deadline to maximize your overall points.

3. The Pitch Discussion Boards
Each week students will watch an episode of The Pitch, a television reality series developed by the AMC Cable TV Network. Each episode is approximately 45 minutes long. After viewing the episode students will conduct an online discussion of the material, answering questions from the instructor and classmates. Once again, discussions with your classmates must be comprehensive and provide a thoughtful response: simple agreement with or support of a classmate’s post will not be counted as a response. Discussion boards receive up to 40 points towards your final grade. Your professor reserves the right to remove postings that contain inappropriate or offensive content.

4. Lecture Assignments
There are a total of four lectures and corresponding assignments during the semester. Students should post a 300-350 word response to the lecture assignment. These assignments are graded with up to 25 points available for each assignment. Assignments not submitted on time will receive zero points.

**Grading Scale:** Letter grades will be based on these final scores:

- 1080 - 1200 points = A
- 960 - 1079 points = B
- 840 - 959 points = C
A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the course requirements in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form.

Course activities will be graded within seven days after the set due date. You can check your grades by going to Gradebook in Blackboard. If you note any problem with your grade, contact your professor through Blackboard email within one week. Your professor will review your work and respond to you directly.

**STUDENT WITHDRAWAL:**
Students may drop a class before the Census date, August 31, 2018, without any penalty reflected in their transcript. The last day for students to drop a class or completely withdraw with an automatic "W" is October 5, 2018. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under extenuating circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

Extenuating circumstances include situations that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, jury duty, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, or any other type of personal business should be scheduled at a time that does not conflict with scheduled due dates for assignments, activities and/or book reports.

**IMPORTANT 2018 DATES TO REMEMBER:**
- Monday, August 27: First Day of Class
- Monday, October 27: Students may drop a class before Census date without any penalty reflected in their transcript
- Monday, September 17: Book Report #1
- Friday, October 5: Last Day to Drop
- Monday, October 8: Book Report #2
- Saturday, October 13: Extra Credit Book Report

**COPYRIGHT NOTICE**
Many of the materials that are posted within this course are protected by copyright law. These materials are only for the use of students enrolled in this course and only for the purpose of this course. They may not be further retained or disseminated.