

COURSE SYLLABUS

ADV3943 – The Agency Immersion

INSTRUCTORS

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OFFICE HOURS

ACTUAL

COURSE OVERVIEW

The Agency is an innovative, real-world advertising and public relations firm at the University of Florida's College of Journalism and Communications that offers students an opportunity to build their expertise and gain experience in a hands-on environment, working directly with clients and industry professionals.

This immersion course is centered on you and your needs. Real-world work in a diverse and inclusive team environment will help you gain relevant experience, hone your skills through client feedback, grow your confidence, gain industry access and perspective, build a robust résumé and portfolio and prepare you for a career in communications after graduation.

COURSE OBJECTIVES

In this immersion course at The Agency, you will:

- Better understand the demands of the strategic communications industry and how it's evolving
- Analyze research and trends to strategically inform strategic communications work
- Develop, implement and evaluate strategic communications campaigns to solve real-world problems
- Work in and contribute to a dynamic, diverse team environment
- Hone your skills and gain experience through professional and client feedback

- Develop and apply critical thinking, listening and professional skills through your work with peers, supervisors, clients and industry leaders
- To develop students' understanding of client-side versus the agency-side strategic communications.
- To understand and apply ethics in decision-making for strategic communications

PREREQUISITE.

This course will be departmentally controlled. Students taking this course must be at minimum sophomore standing. Additionally, students must have been successful in their application to join The Agency.

COURSE FORMAT

This course is an agency experience course that plans, creates and manages advertising and public relations for The Agency's clients and internal teams. Your effort, quality of work, involvement and participation will all count toward your final grade in this course.

You may choose to take this course for 0-3 credits:

- 0 credits - Hours to be determined with your supervisor
- 1 credit - 65 total hours (4-5 hours/week)
- 2 credits - 120 total hours (7-8 hours/week)
- 3 credits - 195 total hours (12-13 hours/week)

Students in the course are expected to be active members of The Agency. This includes participating in department and team meetings, brainstorming, trainings and events both in person and online.

This course does not meet during the University's regularly scheduled class meeting times. However, your participation must not conflict with your other scheduled courses. In all instances where Agency meetings or events conflict with scheduled courses, students must attend their scheduled courses.

SUGGESTED READINGS & RESOURCES

The following are suggested readings and resources for the course:

- National news and trade publications, such as *The Wall Street Journal*, *PR Week*, *The Holmes Report*, *AdWeek* and *AdAge*. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.
- Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the [advertising](#) and [public relations](#) UF Library guides. You must be signed on with the UF VPN to access these databases.
- Training videos available on [LinkedIn Learning](#). You may access LinkedIn Learning for free with your UFL login.

Relevant reading materials and news articles will also be shared on an ad hoc basis to stay up to date with current events and industry news.

STUDENT ROLES

Students at The Agency serve in the following roles:

- Operations Managers
- Client Services Department
 - Client Services Department Manager
 - Account Leads
 - Project Managers
 - Project Coordinators
- Research & Strategy Department
 - Research and Strategy Department Manager
 - Lead Strategist and Lead Data Analyst
 - Data Analysts
 - Strategists
- Creative Department
 - Creative Department Manager
 - Lead Art Director, Production and Copywriter
 - Art Directors
 - Graphic Designers
 - UX/UI Designers
 - Photographers
 - Videographers
 - Copywriters
- Developer Department
 - Developer Department Manager
 - Full Stack Developers
 - UX/UI (Front-End) Developers
- Media Department
 - Media Department Manager
 - Media Supervisors
 - Media Coordinators
- Internal Teams
 - Culture, Training & Events Team Leads
 - Diversity and Inclusion Coordinators
 - Communications Team Leads
 - Branding Team Leads
 - Business Development Team Leads

ASSIGNMENTS

Beyond active participation in The Agency, this course will require:

- **Monthly 1:1 Meetings and Team Meetings:** You will meet with me twice a month to discuss your progress, performance and experience at The Agency. One of these meetings will be as a team and the other will be 1:1.
 - Please email me at the start of the semester with days/times you are available to schedule our biweekly 30-minute meetings. I will send a calendar invite once we've confirmed a time.
 - You are expected to show up to all meetings. If there is a last-minute conflict, please message me on Slack.
 - Meetings times should not conflict with other scheduled courses.
- **Completed Weekly Timesheets:** Your weekly timesheets must be submitted on time. These will be used to track your progress and involvement throughout the semester against your total credit hours.
- **Monthly Report:** Each month, you will submit a brief report that describes what you've accomplished that month. You will need to include a summary, followed by a bulleted list of what you've accomplished, skills you've learned and events/trainings you've attended. Be as detailed as possible. These are due to me via email on the last day of every month.
- **Portfolio Review:** We will review your résumé and portfolio together and create a plan for building your portfolio of work throughout the semester. You are expected to update your resume and portfolio accordingly and submit a revised version at the end of the semester.

Requirements for attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Read the university attendance policies here.](#)

GRADING POLICY

Final grades will be based on the following scale:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- E below 60%

Components of Your Final Grade

Students will be graded based on the following categories on a range of 5 (excellent) to 0 (unsatisfactory):

- **35%: Quality of overall work produced.** Evaluation in this section will vary based on your specific role at The Agency. Below are samples of how this will be assessed:
 - **Media Coordinator:** Work produced will include paid, earned, shared and owned media plans for clients and internal agency teams; social media content calendars and copy; and campaign recaps, among other materials. Overall assessment of originality, client-readiness, demonstrated strategic thinking, appropriate tone and language for the intended audience, clarity, organization and professional presentation.
 - **Copywriter:** Work produced may include social media copywriting, newsletters, websites copy, pitches and news releases among other materials. Overall assessment of originality, appropriate tone and language for the intended audience, clarity, accuracy, conciseness, structure and grammar/spelling/syntax.
 - **Data Analyst:** Work produced will include analytics trackers, social media and web analytics reports, social listening reports and others, as needed for clients and internal teams. Overall assessment of accuracy, thoroughness, data analysis and recommendations, use of credible sources, organization and professional presentation.

- **35%: Performance toward fulfilling the needs of the student's position.** Evaluation of overall commitment to learning and assigned work, including follow-through on projects, development of drafts and revisions, and willingness to accept and incorporate constructive feedback.

- **30%: Overall professionalism, participation, engagement and timeliness.** Evaluation of meeting deadlines, time management, interaction with peers, initiative, professional attitude, work ethic and participation in events, internal trainings and other programming.

Your progress and performance will be evaluated via biweekly one-on-one meetings, weekly timesheets, monthly reports and a résumé and portfolio review. Together, these should provide a clear reflection of your effort, quality of work, professionalism and participation throughout the semester.

COMMUNICATION

Students will be required to communicate and stay up to date with The Agency team on Slack, Canvas and email. If you have not already been added to The Agency Slack or Canvas, please email me.

Please feel free to Slack or email me at any time with any questions or concerns you have. I'm happy to provide feedback or guidance throughout the semester and meet with you one-on-one via Zoom or phone. I will always do my best to make myself available, but please allow up to 48 hours for a response.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

ONLINE COURSE EVALUATION POLICY

At the end of the semester, please provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

CAMPUS RESOURCES

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).