Cover Sheet: Request 11480

Professional Workshop in Advertising

Info

Process	Course|New|Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	2/13/2017 5:18:00 PM
Updated	11/20/2017 1:40:58 PM
Description of request	Request to add new variable credit course in ADV curriculum.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher	I've made updates based on feedback from our Feb. 15 meeting. Still open to cross-listing or listing as part of an MMC course. Mike, just let me know if that would make more sense at the college level.	2/21/2017
SampleSyllabus-ProjectManagement.docx					2/21/2017
College	Approved	JOU - College of Journalism and Communications	Thomas Kelleher		11/20/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/20/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 11480

Info

Request: Professional Workshop in Advertising
Description of request: Request to add new variable credit course in ADV curriculum.
Submitter: Thomas Kelleher tkell@ufl.edu
Created: 2/21/2017 9:12:12 AM
Form version: 3

Responses

Recommended PrefixADV
Course Level 3
Number XXX
Category of Instruction Intermediate
Lab Code C
Course Title Professional Workshop in Advertising
Transcript Title Advertising Workshop
Degree Type Baccalaureate

Delivery Method(s)4136On-Campus
Co-Listing No

Effective Term Earliest Available
Effective Year Earliest Available
Rotating Topic?Yes
Repeatable Credit?Yes
If repeatable, # total repeatable credit allowed3
Amount of Credit Variable
If variable, # min 0
If variable, # max3
S/U Only?No
Contact Type Regularly Scheduled
Weekly Contact Hours 1 hour
Course Description Short-term intensive workshops in selected areas of professional development, skills, and projects. Workshops taught by professionals often will occur over three-day weekend periods. Topics will change from semester to semester, with a focus on industry skills and subjects learned best from within a professional context.
Prerequisites A grade of C or better in ADV 3008
Co-requisites None.
Rationale and Placement in Curriculum To allow students for-credit opportunities for intensive hands-on workshops taught by visiting professionals to develop skills in specific areas of the profession for career preparedness. Example topics include advertising analytics, consumer insight, multicultural advertising planning, art direction, brand management, and advertising project management.
Course Objectives Describe specific roles of professionals with varying job titles and responsibilities within the field of advertising.

Practice and refine administrative communications with professionals.

Apply specific professional insight and knowledge to personal career development.

Implement processes for achieving specific professional objectives in advertising.

Demonstrate proficiency with specific tools for achieving professional objectives in advertising.
Course Textbook(s) and/or Other Assigned Reading Rotating based on on specific topic. May include printed manuals, online training materials, and conceptual readings to build foundations for practical application.
Weekly Schedule of Topics Course timelines will be developed around large blocks of instructor contact time for direct instruction, supervision of skill-building exercises, and presentation and revision

of learning outcomes based on intensive instructor feedback.

For example, the course may require advanced readings and online discussion for 2-3 weeks, leading up to a three-day in-person workshop:

Week 1: Reading materials posted for Canvas group discussions and instructor feedback.

Week 2: Reading materials posted for Canvas group discussions and instructor feedback.

Week 3: Reading materials posted for Canvas group discussions and instructor feedback.

Weekend of Week 3: Workshop conducted on campus in classroom/lab space:

Friday: 3 pm to 6 pm
Saturday 9 am to 4 pm
Sunday: 1 pm to 4 pm

Links and Policies
University Policy on Accommodating Students with Disabilities:
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct:
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php.

Grading Scheme Sample Learning Objectives (for workshop on "Project Management"):

•Articulate what a project manager is and does within an organization
•Demostrate critical and analytical thinking about planning, monitoring, and controlling a project
•Determine, forecast, and manage project costs throughout the project lifecycle.
•Recognize the difference between Waterfall and Agile project methodologies and understand when it is best to apply each
•Discuss critically, creatively, and independently the role of leadership on a project, and with empathy and compassion, how to approach conflict and help the individuals on the team succeed
•Distinguish personal and team time management, from solitary deep thinking to holding and facilitating meetings

Grading scale:
A 100-93%
A- 92-90%
B+ 89-87%
B 86-83%
B- 82-80%
C+ 79-77%
C 76-73%
C- 72-70%
D+ 69-67%
D 66-63%
D- 62-60%

Deductions:
Failure to meet deadlines for assignments will result in a deduction of one letter grade for every 24-hour period that it is late.

Assignments:
25 percent of your grade: You will have readings and assignments due the first day of class. By DATE XXX, you will be given links to posts that set the stage for our conversations about project

management and leadership, and you will write short reflections on those.

20 percent of your grade: You will have in-class work during our weekend together, mainly in groups.

15 percent of your grade: You will get a grade for your participation in classroom discussions and work during our weekend together.

40 percent of your grade: You will have an assignment due two weeks after our weekend class, at 9 a.m. on DATE XXX. You will get that assignment in class.

Class participation:
We'll move quickly in class so there won't be time to zone out. Please keep multitasking to a minimum. Join the conversation as project management is a team sport. Participate fully in group and class work. Be prepared to ask questions, respectfully challenge an idea when others in class might be too timid, offer solutions even if they seem out of left field. That is what a project manager does.

Instructor(s) To be determined.

ADV #XXX, Spring 201X
Section XXXX

Professional Workshop in Advertising:
Walking the Trenches of Project Management

Instructor: Grant Zemont
Contact information: gzemont@gmail.com
                          Twitter: @grantzemont

Video or phone office hours: By appointment

Dates and times of class: We will meet in person the weekend of March 31-April 2 at the following times (with breaks, of course). Attendance at all three sessions is mandatory. Classes will be held in the AHA Lab.

>   Friday, March 31: 3 pm to 6 pm
>   Saturday, April 1: 9 am to 4 pm
>   Sunday, April 2: 1 pm to 4 pm

Required reading and equipment:
There is no required textbook. Readings will come in the form of links to online material. You will be required to have a laptop with you during our weekend class. No special software is needed.

About the course:
Project Management as a formal discipline has existed since the 1960's in the Information Technology and Engineering spaces, and started to take hold in the Advertising industry in the late 1990's/ early 2000's. In many agencies, project management is now a key role to ensure initiatives are completed on time, on budget, and have delivered what was promised to the client.

In this course, we will delve into the philosophy, art, and science of project management and project leadership. We'll discuss key questions like:

- What is the role of the project manager in general? What is the role in relation to an account manager or producer?
- The project manager as COO: Given a set of constraints, how do we manage the project from start to finish, accounting for all logistical aspects such as scope, timelines, tasks, risks, and success measurement? What process should we even follow?
- The project manager as CFO: How do we know how much the project will cost? How do we measure that? How do we forecast and understand financial issues before they become reality?
- The project manager as CEO: How do we lead our project teams, especially when none of them report to us? What does it mean to be a leader today? What do we do when inevitable interpersonal conflicts arise? How can we help those on our teams succeed?
- What tools are out there to help us approach deep thinking as well as meeting facilitation and brainstorming?

About the instructor:
For the past 20 years, I have centered most of my career around the discipline of project management as a practitioner, leader, and educator. Early in my career, I was a project manager and web developer (back in the old days when the web was new), eventually migrating to a project leadership role within the advertising industry. I am now a consultant who leads project management software implementations and helps companies operationalize the use of the software via training and organizational change management advising. I have taught project management courses in the corporate sector as well as at DePaul University in Chicago where I received my M.S. in Software Engineering, but this is my first class for UF. More on my background is at linkedin.com/in/grantzemont.

Learning objectives:
- To be able to articulate what a project manager is and does within an organization
- To think critically and analytically about planning, monitoring, and controlling a project
- To be able to determine, forecast, and manage project costs throughout the project lifecycle
- To be able to recognize the difference between Waterfall and Agile project methodologies and understand when it is best to apply each
- To think critically, creatively, and independently about the role of leadership on a project, and with empathy and compassion, how to approach conflict and help the individuals on the team succeed
- To think critically about personal and team time management, from solitary deep thinking to holding and facilitating meetings

Grading scale:
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- **15 percent of your grade:** You will get a grade for your participation in classroom discussions and work during our weekend together.
- **40 percent of your grade:** You will have an assignment due two weeks after our weekend class, at 9 am on April 14. You will get that assignment in class.

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