LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC01

Subject Title : Account Executive Management

Subject Specification : For students in Marketing Communication Major

Subject Overview : Subject Account Executive Management will preparing students to recognize, understand and apply the role of Account Management in a company, in creating strategy and account organisation to retain and grow clients' business. The course will introduce effective and professional communication technique with clients, negotiation, leadership, project management skills as well as if the condition was the other way around (if they were the clients). Furthermore, students will conduct discussions and role playing of various cases usually happened in the industries.

Course Objectives :

1. The students will understand the role and function of Account Management in a company and growing clients' business
2. The students will understand the process in the Account Management, such as: planning, organizing and controlling an account
3. The students will understand strategy and implementation of business relations with clients
4. The students will have knowledge of a logical thinking in decision making
5. The students will have skills to acquire, service and retain clients

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Role Play, Class Presentation.

Learning Outcome (Competence) :

Knowledge : Able to explain the role and function of Account Management
Skill : Able to apply Analytical thinking, Creativity & Designing, Presentation Skill, Teamwork, Listening, Leadership, Humor
Attitude : Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction
2	Role and Function of Account Management
3	Marketing basic for Account Management
4	Management function 1
5	Coursework 1 & 2: & Script & Role play
6	Management function 2
7	Review for Midtest
8	Mid Examination
9	Service function 1
10	Service function 2
11	Retaining clients
12	Coursework 3: Role play
13	Account Management Competencies 1
14	Account Management Competencies 2
15	Review for final test & Coursework 4: Presentation
16	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	a. Explanation of RPS "Account Executive Management" for 1 semester and outcomes of related courses b. The concept and the challenges of Account Management c. Understand the business process of Account Management	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
2	Role and Function of Account Management	a Able to understand the principle of Account Management b Able to understand the role of Account Management c Have knowledge on client's side, such as: pitch process and the needs & wants of a client	1. Lecturer's presentation 2. Class discussion 3. Question and answer
3	Marketing basic for Account Management	a Have basic knowledge of Marketing for Account Management: Creating, Communicating, Delivering and Exchanging b Have basic knowledge of Client's 4P decisions: Product, Price, Place, Promotion	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Management Function 1	a Able to understand the Acquire in business process: getting new business and prospecting by delivering a good presentation b Able to handle objection or close a deal with new clients	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	Coursework 1 & 2: Script and Role Play	a Students have ability to identify things need to be prepared for meeting with clients	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning

		b Students have ability to solve problems faced by client-agency c Role play of meeting and solving problems (based on given study cases)	4. Problem Based Learning
6	Management Function 2	a. Students are able to understand 3 stages in presentation: pre-presentation preparation, in Presentation and Post-presentation b. Students are able to avoid common mistakes in presentation and overcome fears c. Students able to understand infuse humor in presentation and its timing	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Review Before Mid Exam	a. Understanding of the role and function of Account management b. Understanding of the basic of Clients' marketing decision c. Understanding of Acquire as Management function for Account Management	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	**Mid Term Test**		
9	Service Function 1	a. Students have knowledge of negotiation as part of business process and the importance of having negotiation skills for Account Management b. Students are able to understand 3 stages in negotiation: preparation, discussion and clarification	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case study
10	Service Function 2	a. Students have knowledge of the do's and don'ts in negotiation	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		b. Students have knowledge of things to do after the negotiation c. Students able to understand infuse humor in negotation to get win-win situation	4. Study case
11	Retaining Clients	a. Students have knowledge of retaining clients as part of business process and mature stage of business relationship b. Students are able to understand ways of retaining clients and mentality of business partnership	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Coursework 3	a. Students have ability to identify things need to be prepared for negotiation b. Students have ability to solve problems faced by client-agency in negotiation c. Role play of negotiation (based on given study cases)	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning
13	Account Management Competencies 1	a. Have knowledge of leadership competency in managing project: guiding, inspiring and empowering the team b. Students have ability to identify differences between a boss and a leader c. Students able to understand positive and negative humor in leadership	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Account Management Competencies 2	a. Have knowledge of planning the account: research, analysis, plan a strategy, implement, controlling budget and evaluate the result b. Have knowledge of organizing the account: physical & digital	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		organization and time & team management c. Have knowledge of managing expectation from external and internal team	
15	Coursework 4 & Materials Review Before Final Exam	a. Understanding of negotiation skills as part of service function b. Understanding of retaining clients as part of business process c. Understanding of Account Management competencies d. Students have ability to deliver a great presentation (with a touch of humor) of a brand	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Class presentation
16	**Final Examination**		

Midterm Paper Guideline **:** Take Home Examination

Final Paper Guideline **:** Group Project or Group Presentation & QA Session

References **:**

1. Joel Le Bon, & Carl A Herman, (2015) *Key Account Management: Strategy to Leverage Information, Technology and Relationships, to Deliver Value to Large Customers*, Business Expert Press
2. Peter Cheverton, (2008) *Key Account Management: Tools and Keys for achieving profitable Key Supplier Status*, Kogan Page
3. Robert Solomon, (2008) *The Art of Client Service: 52 Things Every Advertising and Marketing Professional Should Know*
4. Roger Fisher & William Ury, (2011) *Getting to Yes: Negotiating Agreement Without Giving In*, Harvard Negotiation Project
5. Tabea Scheel & Christine Gockel, (2017) *Humor at Work in Teams, Leadership, Negotiations, Learning and Health*, Springer
6. Client retention: 5 tactics to retain clients and grow your agency, https://www.agilitypr.com/pr-news/public-relations/client-retention-5-tactics-to-retain-clients-and-grow-your-agency/
7. Ways how to retain clients and make your prospects stay with you longer, https://guide.quickscrum.com/5-ways-how-to-retain-clients-and-make-your-prospects-stay-with-you-longer/

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