

FSU Account Planning Online Course -- Press Release

Florida State University's Account Planning course is now being offered online to students and professionals interested in learning more about the field of account planning and its role in advertising. The course, which will be taught at the graduate and undergraduate levels starting this summer, is the first online account planning course being offered by a reputable university. The skills of an account planner can benefit anyone specializing in various marketing or business careers as they can use them to acquire an understanding of how to uncover and leverage consumer insights in communication.

According to the Account Planning Group article, "What is Account Planning?," as non-traditional media has mushroomed and new media communication channels have multiplied, it has become increasingly important for communication to cut through the clutter and the cynicism and connect with its audience ("What is Account Planning?", Account Planning Group, 2007). Planners are essential in figuring out how to best reach and communicate with target consumers. The new FSU online Account Planning course addresses this issue by teaching students and professionals an understanding of the consumer and their perceptions of the brand and market. Using these skills, they will be able to obtain practice in generating insights from consumer behavior and creating relevant advertising in their respective fields and companies.

Account Planning will be offered, as well as the successful Hispanic Marketing Communication online course this summer semester, which lasts 13 weeks (classes begin May 9 and end August 5, 2011). The course will also be available during the fall term from August 29-December 16. A certificate of completion will be issued to all non-degree seeking students who satisfactorily complete the course, and eligible students can receive three hours of undergraduate/continuing education credit.

The Florida State University Center for Hispanic Marketing Communication, under the direction of distinguished marketing professional and professor, Dr. Felipe Korzenny, is pioneering education in Hispanic and Multicultural Marketing, and is the only one of its kind in the United States. The Online Course Instructor is Holly McGavock, a seasoned account planner who has studied and worked with the Center for many years.