COMM 2001 ACCOUNT AND CLIENT MANAGEMENT

Credit Points 10

Legacy Code 101941

Coordinator Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

Description Effectively managing a client or an 'account' requires a special combination of skills. In this subject, you'll learn the basic principles of account management and how to nurture and foster an environment of trust, respect and partnership. Working on an applied project, you'll explore best practice in 'hard skills': understanding clients' objectives, developing a strategy, managing a project, preparing and holding effective meetings, writing WIPs (work in progress) and contact reports, and working toward specific financial/success metrics. Just as important to your success in client-facing roles are 'soft skills'. You'll learn how to be more proactive, overcome procrastination, manage 'challenging' personalities, develop a network, adapt to cross-cultural differences, and present well. Both hard and soft skills are critical to the success of your project, your role as client liaison, and importantly, your career.

School Humanities & Comm Arts

Discipline Communication And Media Studies

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) -

Equivalent Subjects COMM 2044 - Writing for the Professions

Restrictions

Successful completion of 80 credit points in currently enrolled program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse and discuss liaison strategies and collaborative approaches taken with key stakeholders.
2. Articulate the impact of their role and actions on clients' financial returns.
3. Demonstrate flexibility, empathy and adaptability in a rapidly evolving work environment.
4. Apply the blend of skills and knowledge necessary to effectively manage client-based projects.

Subject Content

Through a weekly lecture and tutorial, students will become familiar with issues and approaches in client liaison, and different approaches to optimizing outcomes. Tutorials are largely concerned with role play, critical evaluations, and classroom discussion. The following are explored:
1. Proactive management of clients and other stakeholders
2. Understanding clients' business objectives, and the marketplace
3. Success metrics
4. Client presentations/meetings
5. Best practice communication with different stakeholder groups
6. Strategies in optimising relationships
7. Financial implications of actions

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	10 x 10 multiple choice questions	20	N	Individual	N
Professional Task	1,000 words	30	N	Individual	N
Applied Project	1,000 word document, 2 videos, group presentation 10 minutes	40	N	Group	N
Short Answer	5 questions	10	N	Individual	N

Prescribed Texts

- Solomon, R. (2008). The Art of Client Service. New York, USA: Kaplan Publishing.

Teaching Periods

2nd Half (2024)
Sydney City
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2001_24-2H_SC_1#subjects)

Spring (2024)
Online
Online
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2001_24-SPR_ON_2#subjects)

Parramatta - Victoria Rd
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM2001_24-SPR_PS_1#subjects)

Vietnam Session 1 (2025)
Vietnam
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-UT1_UE_1#subjects)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-SC3_SC_1#subjects)

Sydney City Campus - Term 1 (2025)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-SC1_SC_1#subjects)

Vietnam Session 2 (2025)
Vietnam
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-UT2_UE_1#subjects)

2nd Half (2025)
Sydney City
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-2H_SC_1#subjects)

Spring (2025)
Online
Online
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

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Parramatta - Victoria Rd
On-site
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Vietnam Session 3 (2025)
Vietnam
On-site
Subject Contact Jacki Montgomery (https://directory.westernsydney.edu.au/search/name/Jacki Montgomery/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2001_25-UT3_UE_1#subjects)

Sydney City Campus - Term 3 (2025)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)