

MEDIA SALES AND ACCOUNT MANAGEMENT CERTIFICATE

WHO ARE WE?

UF Advertising is a Top 5 U.S. Advertising program, and the University of Florida is the ONLY college in the U.S. that offers this highly specialized program.

WHY SHOULD I CONSIDER THIS CERTIFICATE?

The Media Sales and Account Management Certificate prepares you for a job in top agencies as Advertising Sales Agents, Media Account Managers, Advertising Buyers, Media Buyers, Media Planners and more.

WHAT IS MEDIA SALES AND ACCOUNT MANAGEMENT?

Media sales and media account management involves buying and selling advertising space for newspapers, magazines, radio, television, social, digital and out-of-home media. You may also be responsible for selling sponsorships for conferences and other events. You help solve business problems by placing clients' ads where their target audiences will see them.

WHEN CAN I START?

You can apply for this program through PATH beginning in Fall 2020.

WHERE CAN I EARN THIS CERTIFICATE?

You can take the four required classes plus one internship in media sales at the UF College of Journalism and Communications on campus or on UF Online.

QUESTIONS?

Contact PATH by email at advising@jou.ufl.edu or by phone at 352-392-1124.



COLLEGE OF JOURNALISM & COMMUNICATIONS