

Media Sales and Account Management Certificate

- The certificate is five classes/14 hours of coursework.
- Prerequisites: ADV3008 & MAR3023
- Required courses include:

ADV4300: Media Planning (3 credits)

Designed to acquaint students with the problems, techniques and strategies of buying advertising space and time effectively and economically in newspapers, magazines, radio, television, digital and out-of-home media.

ADV3303: Cross-Media Selling (3 credits)

Students will explore traditional and digital media landscapes as well as the fundamental ways to create client-centered, holistic solutions using cross-media platform selling. This course will dive deep into real-life examples and scenarios as well as give students hands-on experience with this type of selling.

ADV3310: Digital Media Sales (3 credits)

Provides a solid understanding of digital media sales and the digital environment. Student will be able to identify & explain key concepts related to sales efforts in digital and social media, implement digital and social media sales efforts, and justify integrated efforts with research, measurements, and trends.

ADV3502: Advertising Sales (3 credits)

Introduction to traditional selling skills. Learn about customer service, addressing client problems, and creating effective sales presentations. Introduction to basics of various platforms.

ADV4941: Advanced Internship* (2 credits)

Student select a media sales internship for on-the-job training under on-site supervision. Student will work a minimum of 100 hours for each credit. Weekly progress reports, experience reflections, summary report, and supervisor's evaluation are required.

*Coming Soon: A limited number of competitive fellowships will be offered to help offset internship costs (application required)