

MEDIA SALES AND ACCOUNT MANAGEMENT CERTIFICATE

The Media Sales and Account Management certificate emphasizes sales within the changing media landscape. It offers modern training in media buying, planning, and selling. Students learn and apply best practice for providing customers traditional and digital solutions, cross-media platform selling, best sales practices, and revenue management. They apply these practices in a sales internship.

About this Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Credits:** 14

Certificates must contain at least nine credits of coursework that are unique to that program out of all other certificates and minors.

Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/>)

CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- /UGRD/colleges-schools/UGJRC/JRC_UCT0X/
- Combination Degrees
- International Communication Certificate
- Journalism
- Journalism | Sports and Media UF Online
- Mass Communication Studies Minor
- Mass Communication Studies Minor UF Online

This certificate is open to all undergraduates.

Prerequisites

Code	Title	Credits
ADV 3008	Principles of Advertising	3
MAR 3023	Principles of Marketing	4

Required Courses

Code	Title	Credits
ADV 3303	Cross-Media Selling	3
ADV 3310	Digital Media Sales	3
ADV 4300	Media Planning	3
ADV 3502	Advertising Sales	3
ADV 4941	Advanced Advertising Internship	2
Total Credits		14