

Cover Sheet: Request 14524

Media Sales and Account Management certificate

Info

Process	Certificate New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Jennifer Goodman rgoodman@jou.ufl.edu
Created	12/9/2019 2:56:35 PM
Updated	3/11/2020 9:41:12 AM
Description of request	Create a new certificate focusing on media sales and emphasizing best practices for providing customers traditional and digital media solutions, cross-media platform selling, best sales practices and revenue management.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Jennifer Goodman		12/9/2019
media sales undergrad slos updated.docx					12/9/2019
uccconsult from marketing for media sales.pdf					12/9/2019
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		12/9/2019
No document changes					
Office of Institutional Planning and Research	Approved	PV - Office of Institutional Planning and Research	Cathy Lebo	UF not approved for CIP 09.0102 at UG level. FIU, USF-T, and UWF are approved for this CIP.	2/3/2020
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		2/19/2020
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the March agenda. If approved, this will go into effect for the Summer B 2020 term with the publication of the 2020-2021 undergraduate catalog.	3/11/2020
updatedundergrad cross media sales development degree plan[1]-2.docx					3/6/2020
media sales catalog copy.docx					3/6/2020
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			3/11/2020
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
Student Academic Support System					
No document changes					
Catalog					

Step	Status	Group	User	Comment	Updated
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Certificate|New for request 14524

Info

Request: Media Sales and Account Management certificate

Description of request: Create a new certificate focusing on media sales and emphasizing best practices for providing customers traditional and digital media solutions, cross-media platform selling, best sales practices and revenue management.

Submitter: Jennifer Goodman rgoodman@jou.ufl.edu

Created: 3/6/2020 9:49:37 AM

Form version: 3

Responses

Certificate Name

Enter the name of the certificate. Example: Urban Pest Management.

Response:
Media Sales and Account Management

Transcript Title

Enter the transcript title of the certificate. This is limited to 50 characters, including spaces.

Response:
Media Sales and Account Management

Credits

Enter the total number of credit hours needed to complete the certificate program.

Response:
14

Level

Enter the program level of the certificate.

Response:
Baccalaureate

CIP Code

Enter the six digit Classification of Instructional Programs (CIP) code for the degree program associated with the proposed certificate. The code has the numerical format XX.XXXX. Contact the [Office of Institutional Planning and Research \(OIPR\)](#) to verify the CIP code for the existing degree program.

Response:
09.0102

Degree Program

Enter the degree program associated with the CIP code entered above (e.g. Accounting).

Response:

Advertising

Effective Term

Enter the term (semester and year) that the certificate would start. Please keep in mind that this may be adjusted depending on University deadlines for approval process.

Response:
Fall

Effective Year

Response:
2020

Certificate Description

Enter a description of the certificate. This is limited to 50 words or fewer.

Response:
The certificate 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.

Requirements for Admission

List any requirements for admission to this new certificate program such as grade point average, background in the discipline, current enrollment status, etc.. Please indicate if the certificate only accepts students of a particular status: for example, current UF graduate students, graduate students in a specific college, non-degree seeking students, or any student status.

Response:
Minimum grades of C in ADV 3008, and MAR 3023, a cumulative GPA of 3.0 on all undergraduate courses, and junior standing.

Requirements for Completion

List all of requirements for completion of the certificate program, such as courses, internships, projects, etc. For each course, indicate prefix, number, title, # credits, and established grading scheme (letter grade or S/U). The title should be identical to the official title of the course as listed in the [Graduate](http://gradcatalog.ufl.edu/) catalog or [Graduate](http://gradcatalog.ufl.edu/) catalog.

Response:
Students will complete five of the following courses (new courses have been submitted for permanent course numbers). Advertising Sales, Media Planning, Cross-Media Sales and Revenue Management, and Digital Sales & Engagement may be taken in any order or combination. At least three of these courses must be taken prior to Advanced Advertising Internship.
ADV 4300—Media Planning. Credits: 3. Grading Scheme: Letter.
ADV 3xxx – Digital Media Sales. Credits: 3. Grading Scheme: Letter.
ADV 3xxx – Cross-Media Selling. Credits: 3. Grading Scheme: Letter.
ADV 3502 – Advertising Sales. Credits: 3. Grading Scheme: Letter.
ADV 4941 – Advanced Advertising Internship. Credits: 2. Grading Scheme: Letter.

Rationale and Place in Curriculum

Describe the rationale for offering this new certificate and having it on the transcript, its place in the curriculum, how it will enhance the quality of the existing program or department. Also describe its overlap with any existing certificates and programs, and a justification for any such overlap. Note that documentation of consultation will be expected for any certificate with overlapping content.

Response:

The advertising department is developing certificates of study to meet the demands of a quickly evolving advertising profession shaped by both traditional and digital media. This certificate focuses on the rapid growth, expansion, and changes in cross media sales and leveraging state-of-the-art media sales and new technologies knowledge. Today, media sales is a \$3.8 billion industry and is considered one of the most crucial aspects to the advertising industry. The average company uses at least six communication channels and brands must have broad reach in an increasingly fragmented media landscape. However, the sales force in the past is largely characterized by those trained to sell in one medium (e.g., television) rather than multiple platforms (e.g., people who sell ads for the Discovery Channel offer solutions in retail, web, cable, magazine, etc.). With the median salary one to three years in the field being \$115,000 and the need for cutting-edge training in cross media sales and revenue management, the need for this certificate is crucial. After reviewing our peer programs in the U.S., moreover, the University of Florida would be the first to offer such a certificate and program of coursework setting up our students to dominate the media sales and account management field.

It does not overlap with any existing certificate programs or minors at the undergraduate level at UF. Other "sales" programs focus on retail sales, agricultural management and sales, full spectrum sales (marketing, selling, sales force management, economics), or engineering sales. This program only focuses on media sales, which the others do not cover.

Student Learning Outcomes

List each student learning outcome with its associated courses, assessment type (e.g. course-related exam/assignment/grade, final paper/project/presentation, standardized exam, capstone) and method (e.g. rubric, faculty committee, single faculty member).

Response:

The program has 2 student learning outcomes (SLOs) with planned assessment methods. Graduates of the UF Undergraduate Certificate in Media Sales and Account Management will be able to:

1. Read, interpret and calculate a multi-platform media plan
2. Deliver an effective sales presentation

The SLOs will be assessed on a semester basis through each of the required courses. SLO 1 will be assessed on an examination. SLO 2 will be assessed using a rubric.

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.

College: Journalism and Communications

Credits: 14

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

This certificate is open to all undergraduates.

Prerequisites

ADV 3008	Principles of Advertising	3
MAR 3023	Principles of Marketing	3

Required Courses

ADV 4300	Media Planning	3
ADV 3XXX	Cross-Media Selling	3
ADV 3XXX	Digital Media Sales	3
ADV 3502	Advertising Sales	3
ADV 4941	Advanced Advertising Internship	2

Media Sales and Account Management

Read, interpret and calculate a multi-platform media plan

Number:

SLO 1

Program:

Media Sales and Account Management

SLO Area (select one):

Knowledge

Outcome:

Students will successfully read, interpret, and calculate a cross-platform, solution-focused, media plan.

Assessment Method:

Media Planning Assessment Test in ADV xxxx: Cross Media Selling.

Effective sales presentation

Number:

2017-2018 SLO 2

Program:

Media Sales and Account Management

SLO Area (select one):

Communication

Outcome:

Students will deliver a sales presentation that contains all of the following elements: audience identification; effective organization and flow; successful delivery of emotional content; a powerful, compelling idea; storytelling, and beautiful design.

Assessment Method:

Sales presentation in ADV 3502 Advertising Sales.

Students will deliver a carefully prepared presentation graded according to the following rubric:

Criterion	Exceeds Expectations (2 pts)	Meet expectations (1 pts)	Below expectations (0 pts)
Audience identification –	Audience is clearly defined and addressed in an appropriately intimate and personal way. Audience feels the presentation is directed to them	Audience is defined by but address strikes a false note in intimacy or connection. Audience may have some difficulty feeling the message is meant for them	Significant audience identification problems
Organization and flow	Organization is striking and clear. Presentation fits key recommendations for beginning, middle, and end	Organization is adequate. Beginning, middle, and end are identifiable	Significant organization issues or ill-defined beginning, middle, or end
Transfer of Emotion	Presentation incorporates powerful emotional content. Audience feels real and rich emotions	Presentation strives for emotional reaction from audience, but fails to connect in a powerful way	Presentation misuses emotion or disregards emotional content
Idea Power	Presentation presents powerful, compelling, persuasive big idea	Presentation presents a big idea that may fall short in some respect in terms of power or persuasiveness	Missing or significantly flawed big idea
Storytelling	Effective, original story that clarifies the big idea and reinforces the presentation’s objectives	Story is related to the big idea or to the presentation’s objectives but fails to achieve desired impact	Presentation of story fails to make connection to the big idea, or the story is cliché or unoriginal, or is missing completely
Message format and/or design –	Beautiful design incorporates key recommendations from class readings. The relationship of design to	Design may be attractive but fail to complement the message objectives, or the design may	Design fails to incorporate key recommendations, conflicts with message, or interferes

	the goals of the presentation is obvious and satisfying	have minor flaws or prove distracting in some small way	with audience comprehension.
--	---	---	------------------------------

Threshold of Acceptability: 70% meet or exceed

How many students did you assess for this outcome?:

How many students met the outcome?:

What percentage of students met the outcome?:

Does this meet your threshold of acceptability?:

Results:

Programmatic Use of Results

Programmatic Use of Results:

Program Results Not Reported This Year:

External Consultation Results (departments with potential overlap or interest in proposed course, if any)

Department	Name and Title
_____	_____
Phone Number	E-mail
_____	_____
Comments	

Department	Name and Title
_____	_____
Phone Number	E-mail
_____	_____
Comments	

Department	Name and Title
_____	_____
Phone Number	E-mail
_____	_____
Comments	

Certificate Plan

BS: Undergraduate Certificate in Media Sales and Account Management

DEGREE PLAN OF: _____ DATE _____
Please print your name

ADVISER: _____

TOTAL CREDITS REQUIRED: 14. Advertising Sales, Media Planning, Cross Media ~~Sales & Revenue Management~~~~Selling~~, and Digital ~~Media Sales~~ ~~and Engagement~~ may be taken in any order or combination; however, it is strongly recommended that Media Planning is taken before Cross Media ~~Sales~~~~Selling~~ course. At least three of the aforementioned courses must be taken prior to Advanced Advertising Internship.

		Credit	TERM/YEAR	GRADE
ADV 4300	Media Planning	3	_____	_____
ADV 3502	Advertising Sales	3	_____	_____
ADV 4xxx	Cross Media Selling	3	_____	_____
ADV 4xxx	Digital Media Sales	3	_____	_____
ADV 4941	Advanced Advertising Internship	2	_____	_____

Signature of Student

Date Signed

Degree-Seeking Students Only: Signature of Academic Faculty Adviser

Date Signed

Signature of Advertising Department Chair

Date Signed

Signature of Associate Dean for Undergraduate Studies

Date Signed