Mission Statement

The **University of Florida** is a comprehensive learning institution built on a land-grant foundation. It's mission is to enable students to lead and influence the next generation and beyond for economic, cultural and societal benefit.

Three interlocking elements — teaching, research and scholarship, and service — span all the university's academic disciplines and represent the university's commitment to lead and serve the state of Florida, the nation and the world by pursuing and disseminating new knowledge while building upon the experiences of the past. The university aspires to advance by strengthening the human condition and improving the quality of life.

The mission of the **College of Journalism and Communications** is to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The faculty are committed to preparing professionals and scholars to practice and teach in a global society, providing leading research and service while generating and sharing knowledge.

The certificate in **Cross Media Sales** is intended for seasoned media salespeople who wish to modernize their knowledge and skills for the digital age. It is specifically intended to change the paradigm of media sales from a focus on selling a product (i.e., newspapers) to one that attempts to provide clients with multi-platform solutions.   Media sales is an enormously important function for media organizations, which in turn provide citizens with news, entertainment, and cultural content, as it provides the bulk of their revenue. It is also critical to advertisers who use media to inform markets about product benefits. For these reasons, the certificate is consistent with the university's mission to disseminate new knowledge while building upon the experiences of the past and to improve the quality of life. It is consistent with the college's mission to prepare exemplary professional practitioners and to exchange new knowledge about this field.

Program Goals:

PG1: Graduate students prepared to offer media companies greater value.

This can be assessed through surveys of students applying for their certificate and by assessing salaries of students and comparing levels on entrance to graduation.

PG2: To increase the number of students enrolled each year.

This can be assessed by counting the number of students enrolled year-over-year.

Student Learning Outcomes

1. **2016-2017 SLO 1:** Students will successfully develop an effective cross-platform, solution-focused, media plan, meeting the client's budget requirements.

   SLO Area: Content Knowledge

   Assessment Method: Assignment in MMC 5717: Cross Platform Media Selling

2. **2016-2017 SLO 2:** 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.

   SLO Area: Professional Behavior

   Assessment Method: Assignment in MMC 5046: Presentation Power

Research

The program is not a research certificate.

Assessment Timeline

Assessment SLOs	Assessment 1	Assessment 2	Assessment 3	Enter more as needed
Content Knowledge				
2016-2017 SLO 1	Final Project MMC 5717			
Professional Behavior				
2016-2017 SLO 2		Final Project MMC 5046		

Assessment Cycle

Analysis and Interpretation: From May to June
Improvement Actions: Completed by September 1
Dissemination: Completed by September 30

Year SLOs	15-16	16-17	17-18	18-19	19-20
Content Knowledge					
SLO 1	x	x	x	x	x
Professional Behavior					
SLO 2	x	x	x	x	x

Measurement Tools

Both learning outcomes are evaluated using a rubric applied to the final course projects.

Sample Rubric

Rubric for MMC 5717 Final Project:

Criterion	Exceeds Expectations (2 pts)	Adequate (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 the goals of the presentation is obvious and satisfying	Design may be attractive but fail to complement the message objectives, or the design may have minor flaws or prove distracting in some small way	Design fails to incorporate key recommendations, conflicts with message, or interferes with audience comprehension.

Exceeds expectations: 11-12; Meets expectations 6-10 AND no dimension is scored 0; Below
expectations >6 OR at one or more dimensions is scored 0.

Methods and Procedures

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
SLO 1: Create an effective, multi-platform media plan	*Procedures:* All certificate students will demonstrate an understanding of how to provide client solutions across a variety of media platforms integrated in a single plan. The plan will be specific about synergies created by combining media.	Results will be obtained on the final project in the Cross Media Sales Class MMC 5717. The class introduces salespeople to the variety of options in traditional and digital media and reviews the strengths and weaknesses of each Data will be summarized on a rubric with values of 2 (exceeds), 1 (meets), and 0 (fails to meet) expectations.
SLO 2: Deliver an effective sales presentation	*Procedures:* 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. .	Results will be obtained on the final project in the Presentation Power class, MMC 5046. The class introduces salespeople to the latest knowledge and skills in delivering audience-focused, powerful sales presentations. The final project is a recorded presentation in which students incorporate all of the elements they have learned in the class. Data will be summarized on a rubric with values of 2 (exceeds), 1 (meets), and 0 (fails to meet) expectations.

Assessment Oversight

Assessment Cycle for:
Program MAMC   College   Journalism and Communications

Analysis and Interpretation: June, 2017   Graduate Director, Colleen Brewer
Program Modifications: August, 2017   Distance Working Group (Michael Weigold, Debbie
                                                    Treise, Juan Carlos Molleda, Andrew Selepak,
                                                    Vonne Smith, Colleen Brewer)
Dissemination: August, 2017   Completed by Distance Working Group