

GLOBAL STRATEGIC COMMUNICATION

Cross Media Sales Track

Cross Platform Media Selling **MMC5717** **3 Credits**

12-week Asynchronous

The time of selling “newspaper ads” or “TV spots” is over. Modern media companies sell opportunities in TV, print, online, retail, social, and out-of-home, Which means effective media sales professionals sell solutions, not vehicles. This course focuses on listening in order to understand a client’s problems and then partnering with clients in creating solutions offered by the right mix of touch points. This course teaches students how to create client-centered solutions across all media platforms.

Digital Sales and Engagement **MMC5731** **3 Credits**

12-week Asynchronous

The days when effective salespeople could count exclusively on face-to-face messaging opportunities are long gone. Effective sales in the 21st century relies on serving customers and recruiting prospects in digital media. This class provides the tools and skills needed to effectively engage customers using digital tools.

Presentation Power **MMC5046** **3 Credits**

12-week Asynchronous

Effective salespeople can comfortably communicate their ideas to any audience. This course teaches students advanced pitching skills that include how to effectively organize ideas, integrate storytelling in pitches, how to read and respond to key audience stakeholders, and how to integrate both logic and emotion in a sales appeal.

Selling Today **MMC5406** **3 Credits**

12-week Asynchronous

Today’s salesperson can access a wealth of new knowledge that will increase sales effectiveness and provide greater customer satisfaction. This course addresses the critical concepts and theories of contemporary selling.