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.