

CROSS-MEDIA SALES

About this Program

College: Journalism and Communications

Credits: 12

Subplan Code: JRC_GCT01

SLO Dashboard (<https://public.tableau.com/app/profile/uf.oipr4918/viz/UfStudentLearningOutcomesCertificatesOnly/StudentLearningOutcomes/?publish=yes>)

Certificates must comply with the Graduate Certificate Policy (<https://grad.ufl.edu/media/gradufledu/pdf/certificate-pp.pdf>)

Required Courses

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Code	Title	Credits
Select four of the following:		12
MMC 5731	Digital Sales and Engagement	
MMC 5717	Cross Platform Media Selling	
MMC 5165	Influence and Selling	
MMC 5406	Selling Today	
MMC 5046	Presentation Power	
Total Credits		12