

Dear Colleague,

It's that time of year again! My course, "**Media Sales in a Cross-Platform World**," is being offered and taught at UCLA Extension.

Thank you for all of your support over the years. You've all sent so many of your buying and sales assistants, junior buyers, and junior sellers to my class. I am very proud of all my past students and continue my commitment to our future Media Buyers as well as TV, Digital, and Social Media Sellers with yet another installment of "Cross-Platform Selling" this year.

**As you might remember some of the topics taught in the class are:**

Pulling Estimates from Nielsen

Learning to Sell Estimates

Presenting a Cross-Platform Package

**Actual Role Plays that cover: Ascertaining Information, Presenting Your Station's Offering, and Presenting a Cross-Platform Sponsorship Package**

Definitions of Ratings, Share, Hut, Cume, CPP

Learning How to Make a Suggested Schedule or Package

Supply and Demand – How Stations Price and Manage Inventory

**Guest Speakers will join us to discuss:**

Creating and Selling Promotions

Using Digital Media in Your Plan

The Basics of Social Media

And my famous "Senior Industry Panel" has some of the industry's top and most well respected professionals imparting all kinds of wisdom to the students.

***Online enrollment for the 2017 Spring Semester course begins Monday, February 6, 2017. Here are some preliminary details to note so your assistants can plan accordingly if they'd like to register:***

**Course:** Media Sales in a Cross-Platform World

**Location:** UCLA Extension | Gayley Center | 1145 Gayley Avenue | Room 121 ABC | Westwood, CA 90024

**Date:** April 3 - June 19

**Semester:** Spring 2017

**Time:** 6:30PM – 9:30PM

**Day:** Mondays (\*Class will meet on Tuesday, May 30 due to the University holiday on Monday, May 29)

**Course Number:** X 463.13

**Units:** 4

**Tuition:** \$635

If you have any other questions, please feel free to call me at 213-618-TMAC or visit my website at [www.McCormackMedia.net](http://www.McCormackMedia.net).

Thanks again and looking forward to seeing your best and brightest this Fall!

Tracey Mac

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