

Dear Colleague,

Court Stroud and I are very excited to share the news that we will once again be offering the “**Video Media Sales in a Cross-Platform World**” course at NYU this Fall!

For the past 25 years, I’ve had the privilege of teaching this course to students in the Los Angeles area in partnership with UCLA. Court and I have worked together to adapt the content of that course to make it more relevant to the New York market as well as New York buyers and sellers. The course at NYU focuses more heavily on network TV with a greater emphasis on selling the modern platforms: Digital, Mobile, Social, etc.

Court Stroud, my co-teacher, brings a wealth of experience in cross-platform media. He is a seasoned media executive who has worked for companies such as Univisión, Telemundo and several digital startups. He most recently served as Azteca América’s EVP of network sales and digital. Court holds degrees from UT-Austin and the Harvard Business School. You can find him and follow him on Twitter: @CourtStroudNYC

Some of the topics taught in our class are:

Critical Nielsen Basics
Cross-Platform Measurement and Sales
Media Sales Fundamentals
Digital Video Fundamentals
Important Media Definitions and Terms
Roleplaying Exercises
Learning to Ask the Right Questions to Ascertain Information
Understanding TV Estimates
Sports Sponsorship Sales

Guest Speakers will join us to discuss:

Sports Sponsorship Sales
Senior Execs will Conduct Role Playing Exercises

And our famous “Senior Industry Panel” has some of the industry’s top and most well respected professionals imparting all kinds of wisdom to the students.

Here are the course details to note so your assistants can plan accordingly if they’d like to register:

Course: Video Media Sales in a Cross-Platform World
Location: NYU School of Professional Studies, Washington Square
Date: October 17th - December 19th(10 classes)
Semester: Fall 2017
Time: 6:30PM – 9:00PM
Day: Tuesdays
Tuition: \$900

[Click here to register on the NYU website.](#) Or, if you have any other questions, please feel free to call me at 323-977-TMAC or visit my website at www.McCormackMedia.net.

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

Tracey Mac

Tracey McCormack
McCormack Media Services
323-977-TMAC
tracey@mccormackmedia.net
www.McCormackMedia.net
@TraceyMacTweets