

THE NABOB MEDIA SALES INSTITUTE AT THE AUC

JUNE 4 - 14, 2018



What Is The MSI? The Media Sales institute (MSI) is an intense, ten-day sales training program for recent college graduates, career changers and military personnel who are passionately interested in pursuing a career in media sales. The curriculum is designed to prepare talented individuals with diverse backgrounds for positions in radio, television, cable, print, digital and interactive sales. Industry recruiters will observe candidates present *real-world* sales presentations and interview candidates for entry level sales positions with major corporations. At your convenience, visit www.themsi.net and view the 2016 inaugural MSI at the AUC video.

Why A MSI? The MSI was created to address the media industry challenge of ensuring a diverse workforce. In order to meet this, challenge the industry needs a large base of qualified and diverse candidates. The MSI is the best long-term plan to recruit highly qualified and diverse entry-level employees. The MSI is an affirmative and proactive way to recruit future sales executives into the media industry. MSI candidates are pre-screened and have demonstrated a strong desire to pursue a career in media sales.

Who Can Apply? Eligible applicants for the 2018 MSI include military personnel (post 9/11), career changers and college graduates with an interest in a media sales career. The MSI is open to all majors. The MSI is **not** an avenue for individuals interested in pursuing any media career other than media sales.

Is The MSI Free? Yes! The MSI will be underwritten by the National Association of Black Owned Broadcasters Telecommunications Education and Management Foundation (NABOB) and their partners. Accepted applicants will receive a full scholarship to cover the cost of tuition, books, room and board (for out of town applicants)

Note: Scholarships do not cover the cost of transportation to attend the MSI.

Hosts:

Morehouse College

The Atlanta University Center Consortium Partners (AUC)
(Clark Atlanta University, Morehouse College, and Spelman College)
Led by the Marketing Department at Morehouse College in Atlanta, Georgia

MSI CURRICULUM AT A GLANCE

MORE THAN 40 SESSIONS LED BY TOP INDUSTRY EXECUTIVES

DAY 1: Registration & Orientation

- Registration & Check-In
- Overview of Media Sales
- Welcome Reception
- NABOB- The Foundation Towards Ownership

DAY 2: Preparing for Your Career

- ❑ Marketer vs. Sales Representative
- ❑ How a Media Sales Department Works
- ❑ How an Advertising Agency Works
- Decision –Making Selling
- ❑ Presenting the Plan

DAY 3: Television

- The Television Advertising Bureau (TVB)
- Nielsen Ratings: Sessions I & II
- Television National Sales
- How to Be Successful Selling Television in a Local Market

DAY 4: Radio

- The Radio Advertising Bureau (RAB)
- Nielsen Audio Measurement & Software
- The Marketing of Programming
- National Radio Sales
- How to Be Successful Selling Radio in a Local Market

DAY 5: Digital/Interactive/Print

- The Media Audit
- Managing Your Success in Print Sales
- How to Sell Local Newspaper
- How to Sell Digital/Interactive Media
- Targeting the Right Client

DAY 6: Cable/Digital

- ❑ Trends of the Cable Marketplace
- ❑ Understanding Digital in Cable Sales
- ❑ How to Be Successful in Local Cable Sales
- ❑ Prioritizing Your Money

DAY 7: The Unspoken Details of Selling

- Business Ethics
- Corporate Cultures
- Presentation Practicum Schedule
- Assignment of Presentation Order

DAY 8: Presentation Practicums

- ❑ Candidate Review Presentations with Facilitators
- ❑ Candidate Finalize Props for Presentation
- ❑ Candidate Receive Meet & Greet Grids

DAYS 9 & 10: Candidate Presentations

- Introduction of Media Companies
- MSI Candidate Presentations
- Recruiter & Candidate Luncheon
- Recruiter/Candidate Meet & Greets

DAY 11: Graduation

- Helping You...Understand You!!!
- NABOB - Your Future in Media Sales
- Graduation Ceremony

Start your media sales career in 10 days!