



THE NABOB Telecommunications Education and Management Foundation

Is looking for **25** Talented applicants to...

Start their media sales career in just ***10 days...***

June 6 - 16, 2022

What is the MSI?

The Media Sales Institute (MSI) at the AUC is a sales & operations training program for individuals interested in a media sales career with local and national companies. The curriculum for the 10-day “intense” program is designed to provide talented individuals (of diverse backgrounds) an entrée into media sales & operations

Senior Executives from the media industry serve as faculty and educate participants in sales across several mediums: television, radio, cable, video, print, digital, and internet.

Recruiters attend the MSI (2 full days) to “hire” for entry level AD Sales & operations positions in nationally recognized and entrepreneurial media companies across the country.

Candidates will learn media sales 101, Media Trade Assoc., Nielsen Ratings, customer development skills, key advertising strategies, branding, effective writing, business communications... and more!

Media Sales Department Positions

Upon completion you qualify for:

Account Executive (A.E.)

Sales experience required

Account Executive (A.E.) - In training
Digital/Social Media/Web Coordinator

Marketing/Promotions Assistant

Media Planning Assistant

Sales/Administrative Assistant

Traffic Department & More

Eligibility to Apply & Scholarship

Open to 2022 Graduates, Career Changers
Housing/Meals/Training/
and Military Personnel (Post 9/11).

Grant covers:

(Valued at \$7500)

Clark Atlanta University, **Led by Morehouse College** and Spelman College

Themsi.net