



THE NABOB Telecommunications Education and Management Foundation

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

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

June 3 - June 13, 2024

What is the MSI?

The Media Sales Institute (MSI) at the AUC is 10-day “intense” sales & operations training program. The curriculum is designed to provide talented individuals (of diverse backgrounds) an entrée into local and national media companies. Course work includes customer development and Key advertising metrics.

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 Media Sales, Business Operations and Media Marketing 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 & Operations

Eligibility to Apply & Scholarship

Open to 2023 & 24 Graduates, Career Changers and Military Personnel (Post 9/11).

Grant covers: *Housing/Meals/Training/Media Presentations and Personal Interviews
(Valued at \$8000) *Out of town only

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

Themsi.net