

## LOOKING TO ADVANCE YOUR MEDIA SALES CAREER?

For more than 30 years, our Media Schools have trained students in a wide range of skill applicable to the broadcasting industry using fully equipped Radio and TV Studios. All instructors are professionals in the broadcasting industry, including local on-air radio and TV personalities. Students are trained in all aspects of broadcasting, qualifying them for entry-level positions in a wide variety of media related careers.

- **Students are prepared for the Radio Advertising Bureau's (RAB) Certification exam for media sales professionals as they work through the coursework.**
- **Accredited by the Accrediting Commission of Career Schools and Colleges.**
- **Financial Aid available for those who qualify.**
- **Job placement assistance is available to all graduates of the programs.**
- **Core program in Radio and TV Broadcasting only 8 months, and Certification in Media Sales and Marketing only 6 months.**
- **Day classes, night classes, and online classes to meet your schedule.**

**WE GIVE YOU THE  
TOOLS YOU NEED  
WITHOUT ALL THE  
FLUFF YOU DON'T!**



### **Chicago Suburbs** *(Program Not Available)*

455 Eisenhower Lane S. #200  
Lombard, IL 60148  
**(630) 916-1700**

### **Chicago Downtown**

530 South State Street  
Chicago, IL 60605  
**(312) 884-8000**



### **Cincinnati**

4411 Montgomery Road  
Suite 200  
Norwood, OH 45212  
**(513) 271-6060**

### **Cleveland**

9885 Rockside Road #160  
Valley View, OH 44125  
**(216) 503-5900**

### **Columbus**

5330 E Main St. Suite 200  
Columbus, OH 43213  
**(614) 655-5250**



### **Denver**

404 S. Upham Street  
Lakewood, CO 80226  
**(303) 937-7070**



### **Miami**

7955 NW 12 Street  
Suite 119  
Doral, FL 33126  
**(305) 728-1120**

[www.BeOnAir.com](http://www.BeOnAir.com)

*Not all programs are available at all campuses.*

**BE ON AIR**

# **MEDIA SALES AND MARKETING**

[www.BeOnAir.com](http://www.BeOnAir.com)



**SIX MONTH PROGRAM**

**CERTIFICATION PROGRAM**



# MEDIA SALES AND MARKETING

## OVERVIEW

### COURSES COVERED

**Role of the Media Marketing Professional**

**Commercial Writing and Production**

**Sales Presentations and Client Relations**

**Branding and Imaging in Social Media**

**Sales Analytics and Results Management**

**Social Media and Digital Sales Tools**

**Mobile Device Advertising**

**The Future of Broadcasting**

**Business Communications**

**Sales and Management Final Project**

Are you ready to take your media sales and marketing career to the next level? Our Media Sales and Marketing program provides a deep investigation in contemporary sales methods, in-person sales presentation techniques, web and social media marketing and analytics experience, and branding within integrated media. Students are prepared for the Radio Advertising Bureau's (RAB) Certification exam for media sales professionals as they work through the coursework.

Making yourself stand out from among other media marketing professionals is essential, and our program teaches you how to make your voice heard throughout the broadcast media industry. Our program will take your sales and marketing skills to the next level.

The Media Sales and Marketing Program provides contemporary and traditional skills in digital marketing, terrestrial advertising, and new media branding. The program helps the beginner, intermediate, or experienced broadcast media professional become more competitive in a new media landscape. The program guides students in commercial writing and business communications skills, client relationship approaches, and sales presentations. The program also offers advanced education in contemporary advertising, social media marketing, mobile device brand development, and prepares the student for the Radio Advertising Bureau's (RAB) Certification exam for media sales professionals.

**FOR MORE INFO GO TO**

**[www. BeOnAir.com](http://www.BeOnAir.com)**



**CERTIFICATION PROGRAM**