

Make your mark in *media.*

Landing a great advertising gig can be as competitive as an agency landing a big new client. But as a college student in South Dakota, you have a unique opportunity to stand out in the crowd of candidates.

FLYNN WRIGHT'S ACCELERATED MEDIA CERTIFICATION

It's the first-of-its-kind, paid program that helps young professionals launch rewarding careers in media.



GET EMPLOYMENT-READY

You'll earn hands-on, real-life experience that helps jump-start your media marketing career.



GROW YOUR NETWORK

Work side-by-side with advertising experts while connecting with media professionals across the industry.



EARN YOUR INDUSTRY CERTIFICATIONS

Work towards your Google, Facebook, DSP, and other accreditations before you graduate.

GET PAID TO GET AHEAD

In Flynn Wright's Accelerated Media Certification curriculum, you'll hone the following skills while getting paid a competitive hourly wage:

- ⚡ Maximizing your media mix
- ⚡ Targeting based on 3rd party cookies, geo, behavioral and more
- ⚡ Buying online and broadcast video
- ⚡ Optimizing SEO, digital and social campaigns
- ⚡ Managing radio buys – over-the-air and streaming
- ⚡ Harnessing the power of print media (*Hint: It's not dead!*)

ABOUT FLYNN WRIGHT

We're not your typical ad agency. We're a full-service force that uses digital media innovations to give our local and national clients unmatched ROI and marketing flexibility. And now, we're opening our doors to media's next big thing. *Is that you?*



**READY TO JUMP-START
YOUR MEDIA CAREER?**

Visit FlynnWright.com/Careers
← Or **scan** this code

Why get *certified?*

Media at Flynn Wright is as much a technical skill as it is an art form. It's a specialized, ever-evolving career path with a need for more well-trained individuals. Therefore, Flynn Wright is designing a program to grow the next generation of Media Planners/Buyers. Our goal is to help you become Employment Ready.

Program Curriculum

⚡ WEEK 1 - WELCOME WEEK

You'll meet the Flynn Wright team and get to know who we are as an agency. After settling in, you'll start networking outside the media department and learning what it means to be a Media Planner/Buyer.

⚡ WEEK 2 - MEDIA MIX

A great media plan starts with a strategic media mix. We'll go through the questions and building blocks that need to be considered to build a mix that achieves client objectives.

⚡ WEEK 3 - VIDEO (BROADCAST/CABLE/STREAMING)

As a multi-billion-dollar industry, broadcast, cable, and streaming continue to move the needle for advertisers of all sizes. We'll unpack how to plan and buy these tactics to be effective.

⚡ WEEK 4 - DIGITAL

With countless tactics and techniques, we'll explore the bread-and-butter items that most advertisers use. We'll talk about planning, building and reporting on multiple digital tactics.

⚡ WEEK 5 - AUDIO (RADIO & STREAMING)

When you need maximum frequency and cost efficiency, pros go to radio and streaming audio. You'll learn how to select formats and what to consider throughout the process.

⚡ WEEK 6 - PRINT, OUTDOOR, AND A CAREER

Print, outdoor and sponsorships tend to be forgotten, but each play a valuable role in advertising. We'll look at how to implement these and discuss what a career in media looks like.

⚡ WEEK 7 - DAY-TO-DAY LESSONS

You're a great student, but can you cut it as a Media Planner/Buyer? We'll focus on the tips and tricks that will make you stand out from day one in the office.

⚡ WEEK 8 - THE INDUSTRY

Media is constantly evolving. How do you stay on top of it all? This week covers where to look and how to stay on media's leading edge.

⚡ WEEK 9 - PRESENTATION

All your hard work will culminate in a real-life client presentation! Each subsequent week has provided you the skills necessary to plan out and present a media calendar. And now you'll get the firsthand experience in answering questions and pivoting your strategy as client's requests change.