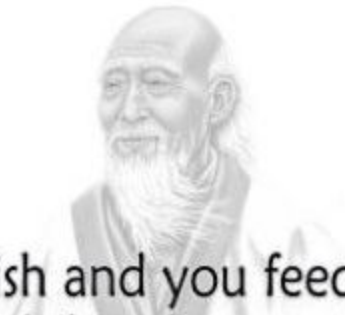


Creating an advertising media curriculum in a rapidly changing world

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Give a man a fish and you feed him for a day.
Teach him how to fish
and you feed him for a lifetime.

Lao Tzu

600 - 470 B C

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Today's Purpose



What is
advertising media
today?



Some things stay
the same



And it all starts
with why



There are hard
skills...



And it is a life-long
learning journey

What is advertising media today?



Total Media Ad Spending, by Media

US, 2008, billions

Digital

\$23.64

TV

\$60.64

Newspaper

\$34.74

Magazine

\$20.74

Radio

\$17.69

Out-of-home

\$7.00

Directories

\$12.01

Source: eMarketer, March 2020

www.eMarketer.com



Total Media Ad Spending, by Media

US, 2020, billions



Digital

\$154.58

TV

\$72.00

Newspaper

\$6.44

Magazine

\$6.48

Radio

\$13.76

Out-of-home

\$8.87

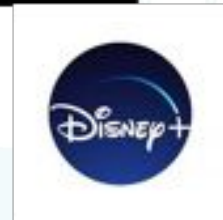
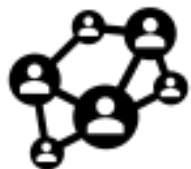
Directories

\$0.99

Source: eMarketer, March 2020

www.eMarketer.com







VIDEO



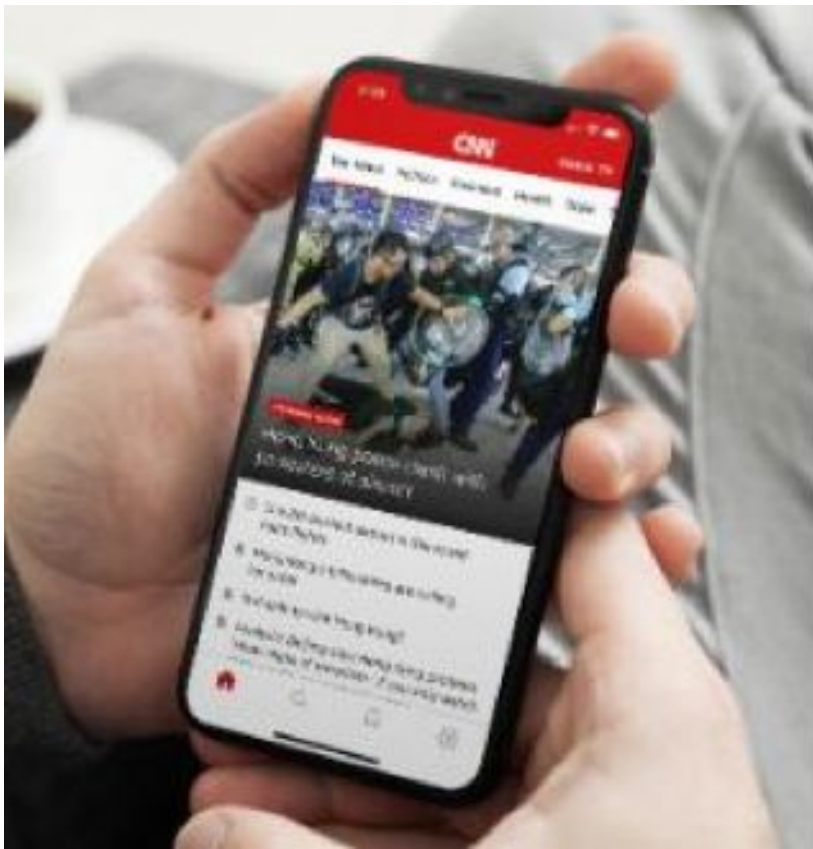
DISPLAY





Some things stay the same







The Power of Why

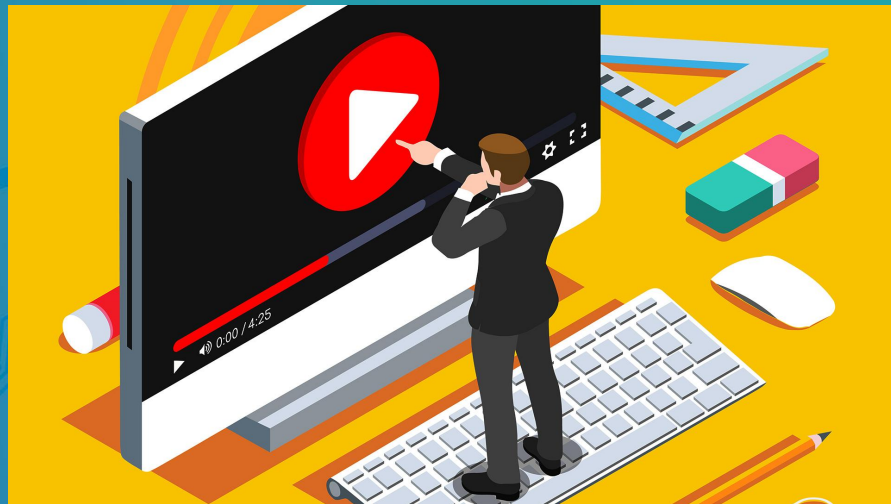


The media planner's job is to make sure the campaign gets heard



The best way to do that is to
understand why someone is
engaging with the content
in the first place

You need to
understand why
they would want
to see your ad
rather than the
content they're
viewing



Then it is about making sure you're reaching them effectively and efficiently

All that changes is *how* we
do that: the hard skills



Critical skills:

- Excel
- Google (Ads & Analytics)
- Social (Facebook)
- Programmatic (The Trade Desk Edge Academy)
- E-commerce (Amazon)

Cert Prep: Excel Associate

- LinkedIn Learning:



Manage Worksheets
Manage Data Cells and Ranges
Manage Tables and Table Data
Formulas & Functions
Manage Charts
Practice Exam



Google Skillshop

- Google Ads Certifications

Google Ads Display
Google Ads Search
Google Ads Measurement
Google Ads Video
Shopping Ads
Google Ads App

Skillshop



Google Skillshop

- Google Analytics Certifications

Google Analytics for Beginners
Advanced Google Analytics

Skillshop



Facebook Blueprint

- As the leading social media network, Facebook Blueprint teaches the basics of social media advertising

The Essential Guide to Facebook Ads
How to Create an Ad on Facebook
Growing Your Business with Instagram
How to Advertise on Instagram

facebook
blueprint



The Trade Desk Edge Academy

- The leading programmatic trader has created a series of certifications to arm the industry with the tools they need to understand the programmatic landscape.

Marketing Foundations

Data Driven Planning

Spotlight: Connected TV

Spotlight: Data Marketplaces



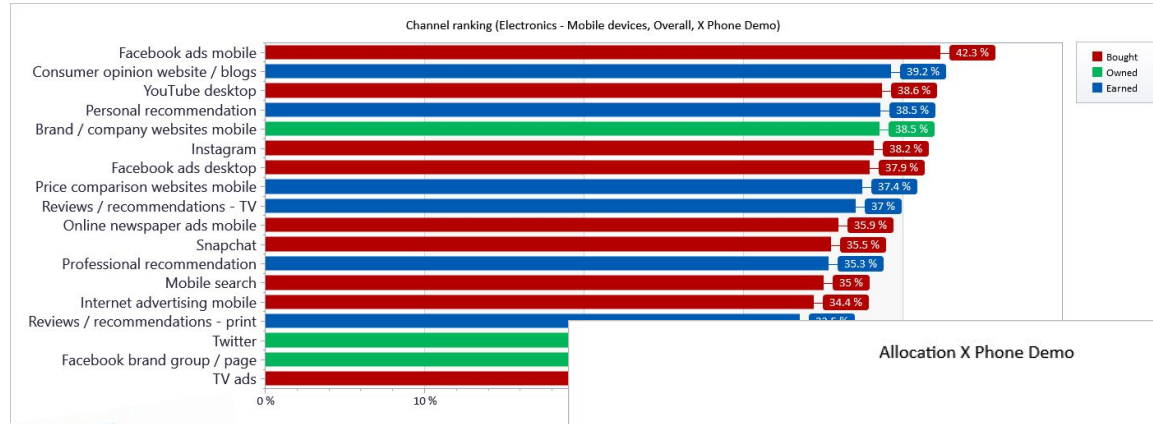
Amazon Learning Console

- As the place where most product searches begin, Amazon Advertising has created a certification program to help advertiser's how to leverage all of the opportunities available
 - Courses available:
 - Sponsored Ads (Search)
 - Amazon Advertising foundations
 - Amazon DSP (programmatic display)
 - Amazon Advertising campaign planning

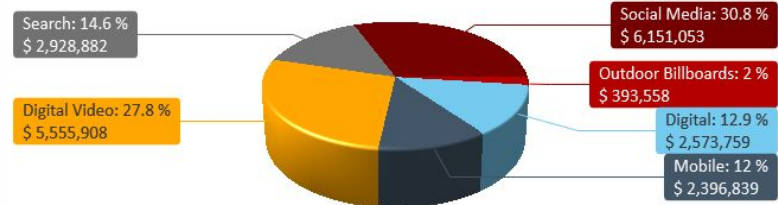
Life-long Learning



Media Planning Essentials



Allocation X Phone Demo



Industry Guides

- WSJ CMO Today
- Adexchanger
- MediaVillage
- MediaPost
- The New York Times Privacy Project/On Tech



WSJ CMO Today

- Provides the best up-to-date information on the advertising and marketing industry.

Weekly marketing assessments available
wsj.assessment.com



Adexchanger.com

- Adexchanger is *the* industry publication for the digital and programmatic industry
- They also host a number of podcasts:
 - Adexchanger Talks
 - The Big Story
 - Social Distancing with Friends



MediaVillage

- The Jack Myers Report was the premiere industry newsletter at a time when news was spread via newsletter
- MediaVillage.com now includes the Knowledge Exchange, TV/Video Download, The Myers Report, Advancing Diversity and podcasts



MediaPost.com

- MediaPost is an industry trade site focused solely on the media industry.
- MediaPost Week in Review newsletter is a great way to keep students up to date on the news in the media industry

**Email
Marketing**DAILY

Digital NewsDaily

TelevisionNewsDaily

PublishersDAILY

**Search
Marketing**DAILY



The New York Times Privacy Project/On Tech

- The New York Times started the Privacy Project to help inform people about where the data they are generating is going.
- Their On Tech section has somewhat taken over the coverage and is also a great source of information.



**The Privacy
Project**



Industry Trade Organizations

- Interactive Advertising Bureau (IAB)
- Association of National Advertisers (ANA)
- American Association of Advertising Agencies (4A's)



Conclusion/Questions?

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@twitter_handle

