



THE FIRST
“MEDIA SALES, OPERATIONS & MARKETING”
COLLEGIATE CURRICULUM IN THE COUNTRY!
Coming in 2026

What Is The MSD? The “first” 2-year collegiate curriculum in “Media Sales, Operations & Marketing” (MSD) in the country. The concentration will be media’s first pipeline of properly prepared and pre-qualified college graduates, for careers in *media sales, operations & marketing* departments. The curriculum will be designed from the already successful Media Sales Institute (MSI) curriculum, which is the nation’s leading talent development program for media sales professionals of diverse backgrounds; and has been addressing the challenge of diversity and inclusion within media for over 20 years. Our partners in design will be Gray Television and Clark Atlanta University (CAU) - Schools of Business and Communications Arts. Its implementation will be a collaboration between industry and education. The curriculum will be for students at The Atlanta University Center (AUC) with a focus on: radio, television, video/cable, print, digital and interactive.

Why An MSD? The MSD is being created to address the media industry’s challenge of ensuring a diverse workforce. Recognizing the media industry’s current “on-boarding” process for sales & operations *is flawed*; The National Association of Black Owned Broadcasters Telecommunications Education and Management Foundation (NABOB) and The MSI Foundation are partnering to address it. Our strategy is the best long-term plan to recruit diverse, **pre-screened, and highly qualified** entry-level employees into the media industry. The MSD is an affirmative and proactive way to recruit future sales and operation employees into the media industry.

Who Will Be Eligible? Beginning in 2026, juniors and seniors from Clark Atlanta University, Morehouse and Spelman Colleges will be eligible to register for the curriculum. The program will be housed at Clark Atlanta University - School of Business; and will be open to all majors. Sponsoring companies will have the opportunity to serve as “Adjunct Professionals” and “Adjunct Practitioners”, throughout the curriculum’s design.

Who Will Cover The Cost Of Design? The 6-year design/implementation cost will be underwritten by the MSI Foundation and their funding partners. From 2028, the program’s cost, will be supported by student enrollment at the university Schools of Business and Communications Arts.

Host:

Clark Atlanta University (CAU)

Led by the Colleges of: Business and Communications Arts

Located at The Atlanta University Center Consortium (AUC) in Atlanta, Ga.

Visit themsi.net and view the “2023 MSD - Preview” video.

October 2023