

broadcast: radio and TV, digital: banner, SEO, affiliate, site specific, social networking.

1. Has anyone heard the phrase: "The medium is the message?"
2. Coined by Marshall McLuhan the idea is that the form of a medium embeds itself in the message. This creates a symbiotic relationship where the medium influences how the message is received.
3. Ex. TV – My wife hates commercials without sound or voice over. Yet one of my favorite commercials is the Nike – Leave Nothing clip.
4. Ex. TXT messages – Rather than trying to figure out how to get a coupon in a txt learn how to use instant messaging for timely information, such as end of day or month sales for excess inventory.
4. Suppliers/Consultants - The fourth player in the world of advertising include artists, writers, photographers, directors, producers, printers, and self-employed freelancers and consultants.

Advertising Agencies

Full-Service – Mad Men 29:54

In-House – Ralph Lauren

Specialized – Boutique shops and

Holding Companies – Networks

Agency Jobs – In addition to the chief executive officer, if the agency is large enough, it usually has one or more vice presidents, as well as department heads for the different functional areas. We will concentrate on five of those areas.

Account Manager / Executive / Supervisor

Account Planning and Research

Creative Development and Production: Copywriter, Art Directors, Producers

Media Research, Planner and Buyer.

Internal Operations: Traffic Department and Print Production

Paid: Originally commission (on media purchase), fees, and retainers. Now performance based on percentage of sales or sales increase or marketing budget. Attempts at value billing for creative or strategic ideas = consulting.

Philadelphia department store owner John Wannamaker said “Half of our marketing budget is wasted but I don't know which half.” This is the excuse for a lot of advertising.