

100 job descriptions brought to life	MEDIA PLANNER	12.2
		Eval. :



Here is the same text but you have to complete it with the right words. The first letter is given, as is the number of letters for each word to be written.

Jules: This is a great invention you're presenting, Wendy! But as a demonstrator in the markets, your **s** _____ **p** _____ is very restricted! You need widespread **d** _____ if you want to reach a large **au** _____! I'd like to submit to your inventor – oh, it's your nephew! Congratulations! – a real **m** _____ **p** _____. It's my future job. I need practice, so I'll do it for free! So, I suggest a **m** _____ **s** _____ to maximise distribution of this **p** _____. I'll find the best **s** _____ and the right **b** _____ profile. Then the **c** _____ for this **a** **c** _____. I'll think about the most worthwhile **m** _____ and the best **a** _____ **s** _____ to buy. Obviously, a product **l** _____ has a **c** _____ and requires a considerable **b** _____ but I'll calculate that for you. After that, he can decide. No need to thank me, Wendy! This will help me to learn the trade!

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Future media planner

Jules: That's it, Jane, I've finally found something I want to do: media planning! No, I don't actually plan anything! In fact the media planner creates publicity and publicity materials. No, I don't invent slogans. I make the media plan. That means it's up to me to decide the media, or methods, for distributing the publicity message. Television, radio, what days and how often, you understand? And then distribution in the newspapers, on the Internet, by poster, etc.

.../...



I've found plenty of information: you have to have a good knowledge of the media and of the product you have to promote. It's very important to target the right customers. You wouldn't put an advertisement for a children's teatime snack at one o'clock in the morning. And it's also important to be very well organised because it is up to the media planner to get the best prices for all the advertising. And you see the courses I'm taking at the moment are perfect for this job. I'm going to look for some internships for next year. That will really help me find a job!

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In a similar line of work, Jules could also have chosen to be a: **demonstrator – television salesman - advisor – sales representative – customer care manager – marketing advisor – manager of vending machines – salesman – checkout assistant – sales assistant – product manager – department head – customer manager– marketing director – store owner – sales manager – advertising manager – sales engineer – shop manager – supermarket buyer – purchasing manager – marketing manager – web marketer – merchandiser – travelling salesman...**



A few words relating to a media planner's work:

Here is a text using a lot of words from the list. Read it carefully, as you will have to use the same words afterwards.

Buyer	Advertising agency	Analyse
Advertiser	Audience	Budget
Ad campaign	Purchasing centre	Communication
Consumer habits	Cost	Diffusion
Advertising space	Survey	Selling power
Contact	Launch	Market
Marketing	Media	Media plan
Product	Strategy	Support

Jules: This is a great invention you're presenting, Wendy! But as a demonstrator in the markets, your **selling power** is very restricted! You need widespread **distribution** if you want to reach a large **audience**! I'd like to submit to your inventor – oh, it's your nephew! Congratulations! – a real **media plan**. It's my future job. I need practice, so I'll do it for free! So, I suggest a **market survey** to maximise distribution of this **product**. I'll find the best **strategy** and the right **buyer** profile. Then the **contacts** for this **ad campaign**. I'll think about the most worthwhile **media** and the best **advertising space** to buy. Obviously, a product **launch** has a **cost** and requires a considerable **budget** but I'll calculate that for you. After that, he can decide. No need to thank me, Wendy! This will help me to learn the trade!