

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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A Day in the Life of an Assistant Media Planner

We connected with Blaine Mohammed, a Ted Rogers School alumni who graduated in 2021 from the Marketing Management Co-op Program with a minor in Sales Management and Service Quality.

He currently works as an Assistant Media Planner at Jungle Media.

[Jungle Media](#) is a full-service media agency that focuses on depth and passion. They are the originators who create innovative, media-based solutions that deliver. The Jungle network has 5 offices in North America and works in all media disciplines. It combines digital and traditional data, and intuition to provide world-class custom media executions.

In this report, Blaine shares what type of work he does, the software platforms he uses, and some advice for students interested in learning more about this compelling career path.



 [Blaine Mohammed](#)

Jungle

Q: What do you do on a 'day-to-day' basis in your current role as an Assistant Media Planner at Jungle Media?

A: On a day-to-day basis, I help set up and maintain campaigns for some very popular brands within Canada. Most of my clients are alcohol brands that each have unique and individual challenges.

I facilitate the setup of YouTube, TV, and Out of Home (OOH) advertising buys by collaborating with multiple vendors and clearly communicating our clients' needs. Additionally, a crucial aspect of my daily responsibilities involves reporting on past campaigns, sharing results with clients, and suggesting optimizations for their upcoming campaigns.



Q: What technology platforms do you use in your role?

A: GSuite, Microsoft Office, Excel, Adtraq (media finance tool), Google Ads, Meta business, TikTok Business, Vividata (survey research tool), Comscore (digital research tool)



Q: How does your industry impact the world?

A: Media agencies find the right medium for the right message and distribute it to the right audience. Whether this is on behalf of a brand, charity or Government message, there is thought behind what ad you see and where you see it. A company can have great creativity, but if the placements are all on TV with an audience that doesn't watch TV, that potential is wasted. Every brand and social cause needs effective messaging and placement, and that's where media agencies come into play.

Q: Which industry trends should aspirational students be aware of?

A: General business shifts that affect our clients - affect our industry. The decline in TV viewership and increase in SVOD (Stream video on demand, i.e. Disney+ and Netflix) changes how we plan future campaigns. For students looking to break into the industry, knowing all the basic social media platforms is critical. Meta & YouTube are by far the most important mediums students should be aware of, and if they can, they should find opportunities where they can work on Meta business.

Q: What advice would you provide a Ted Rogers student who aspires to work in your industry?

A: Understand the different job titles, as they can be slightly different from other industries and reach out to people within the industry on LinkedIn. Building networks is very important, as you will soon find out, everyone knows everyone in the media space, and human connection is very important. Make sure you are a 'people' person, and if you're not - learn how to carry on conversations and talk to people who don't share similar interests. Before applying, I always recommend that you reach out to current employees like other Assistant Media Planners. Ask them questions about the role, what they like, and what can help you stand out.

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TRSM Marketing Association

Through exposure to every element of the industry, the TRMA seeks to deepen students' understanding of marketing at Toronto Metropolitan University. Find out more about them on Instagram [@trma.met](#)



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For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



Staff Contributor Charmaine Kwong

Charmaine is a Co-op Coordinator who is a big believer in growth mindset. Her background in teaching and employment counselling allows her to build meaningful relationships with students and guide them as they #staygritty and #staycurious while navigating through their Co-op journeys.



Student Contributor Jaskirat Singh

Jaskirat is a Global Management Studies student who has worked as a Project Coordinator for the Business Career Hub. He is passionate about community building and is heavily involved on campus as a member of Enactus TMU, Fit for Business (FFB), and Ted Rogers Student Society (TRSS).