



BluHorn[®]
UNIVERSITY

MEDIA BUYING FOR STUDENTS MADE SIMPLE

"I want to thank you for allowing me to bring BluHorn into the classroom as a learning platform for my students at Oral Robert's University! The ability to see how technology makes the job easier for a media planner was instrumental in furthering the student's comprehension of the ways in which traditional and digital media is purchased." - April D.

BluHorn Provides:

- Semester-long access to a **BluHorn Basic** (upgrade to ratings integrated account additional) named for the specific course
- Admin access for up to two (2) instructors
- Individual login **usernames for all students** (university-based email address required for each)
- **Training** for admin/professor prior to course - video library access, online training course, 1-on-1 customer onboarding sessions, Q&A
- One (1) guest "**virtual lecture**" session during the course tenure to provide group training/overview, Q&A or guest lecture.



www.bluhorn.com/university