Marketing involves determining consumer needs, translating those needs into products and services, and selling them in a highly competitive global marketplace. It requires analytical skills as well as intuition, logic, and creativity. Stern offers a marketing program that addresses the needs of today’s challenging corporate environment.

The marketing faculty has gained an international reputation through its research, commitment to teaching, and ties to the business community. It is one of the country’s leading departments based on faculty publications and teaching.

Program of Study

CAREER PREPARATION
The undergraduate program in marketing prepares students for all the various aspects of the field. Students develop knowledge of the analytical tools needed to understand marketing problems as well as the necessary skills in solving practical problems. The curriculum is designed to serve both those whose immediate goal is employment and those going on to graduate studies.

Refer to the department’s handbook, Majoring and Comajoring in Marketing: A Guide to Courses and Careers for Undergraduates, available on the department’s Web site (w4.stern.nyu.edu/marketing), for an outline of the marketing major and marketing comajors within Stern. For each possibility, the handbook lists the skills that are acquired, career options, typical entry-level titles, sample organizations that recruit marketing majors/comajors, and recommended marketing courses. There is also an active student organization in the marketing area. Information on the Marketing Society can be found on their Web site at www.stern.nyu.edu/~mktsoc.

MARKETING MAJOR REQUIREMENTS
(16 CREDITS)
C55.0001 Introduction to Marketing
C55.0009 Marketing Research

Courses

CORE COURSE
Introduction to Marketing
C55.0001 4 credits. Fall, spring, and summer.
Prerequisite: sophomore standing.
Evaluates, from the management point of view, marketing as a system for the satisfaction of human wants and a catalyst of business activity. Deals with the subject at all levels from producer to consumer and emphasizes the planning required for the efficient use of marketing tools in the development and expansion of markets. Concentrates on the principles, functions, and tools of marketing, including quantitative methods. Utilizes cases to develop a problem-solving ability in dealing with specific areas.
ADVANCED COURSES
(for juniors and seniors)

Consumer Behavior
C55.0002 3 credits. Fall, spring, and summer.
Prerequisites: C55.0001 and sophomore standing.
Presents a comprehensive, systematic, and practical conceptual framework for understanding people as consumers—the basic subject matter of all marketing. Draws on the social sciences to evaluate the influence of both individual and ecological factors on market actions. Discusses relevant psychological and sociological theories and demonstrates how they can be used to predict consumers’ reactions to strategic marketing decisions. Basic methodologies for research in consumer behavior are developed and applied. Emphasis is on developing applications of behavioral concepts and methods for marketing actions.

Advertising Management
C55.0003 3 credits. Fall and spring.
Prerequisite: C55.0001.
Provides students with a comprehensive framework and the tools to understand the advertising process and to appreciate managerial and theoretical perspectives in advertising. Describes the stages in developing an advertising plan from analyzing the situation and defining clear advertising objectives to execution. Presents students with tools related to various skill areas in advertising including account planning, media planning and buying, and copywriting/art direction, while allowing a broader appreciation of how each of these skill areas fit into the overall structure of the advertising process. Course work involves a comprehensive group project that utilizes learning in all functional areas of advertising while simulating development of an advertising campaign.

Marketing Research
C55.0009 3 credits. Fall and spring.
Prerequisites: C55.0001 and either C22.0001 or C22.0103, and sophomore standing.
Designed to provide the student with both research and managerial perspectives in the development and application of marketing research tools and procedures. Describes the development of research designs from problem formulation to analysis and submission of the research report. Analyzes techniques of marketing research such as focus groups, experimental design, surveys, sampling, statistical analysis, and reporting. Cases are utilized in the development of methods and in specific areas of application.

Movie Marketing
C55.0022 1.5 credits. Spring.
Prerequisite: C55.0001.
Designed to give students a basic understanding of the key business issues relating to producing, distributing, marketing, and exploiting feature films. The course examines key aspects of the movie business, including managing a creative enterprise, deal making, acquiring rights, building a library, branding, and all aspects of effective marketing.

Film and Television Distribution and Finance
C55.0020 1.5 credits. Spring.
Prerequisite: C55.0001.
Designed to give business and film students a basic understanding of how the production of feature films and cable and broadcast television films and series are financed. Explores the players who invest in production, why they are investing, and how these transactions are accomplished. Covers the basic elements of these transactions: copyrights, exploitation, distribution, and the flow of funds. Examines examples of “real-world” transactions involving bank financing of feature films, distributor and producer coproductions and cofinancings, cable television financings, and the funding of series for broadcast television. The course also includes a case study of producing in Canada.

Impact of Technology on Entertainment and Media
C55.0025 1.5 credits. Spring.
Prerequisite: C55.0001. Counts as an advanced elective in the marketing major.
Technology has impacted almost every industry, but its impact on entertainment has been and will continue to be particularly profound. Throughout the value chain, from content creation, to distribution and consumption, technology has changed the way consumers view and use entertainment. It has dramatically altered the entertainment landscape, with more changes on the way. Advertising is another industry that touches all of us, hundreds of times a day. It too is beginning to feel significant impact from changes in technology, brought on by audience fragmentation, interactivity, and VOD technology. This course provides a brief introduction to each of these industries and examines the impact that technology has had on them, including a realistic assessment of possibilities for the future.

Entertainment and Media Industries
C55.0040 1.5 credits. Fall and spring.
Prerequisite: C55.0001 or permission of instructor.
Provides students with a framework for understanding key marketing issues facing organizations in the entertainment industry. Establishes a basis for the formulation of marketing tactics and strategies for firms competing for consumers’ discretionary spending. Covers recent developments in major sectors of the entertainment industry, including movies, television, cable, theatre, and sports. Examines issues that cut across all types of entertainment marketing, including licensing and promotion. Uses case studies and projects.

Media Planning
C55.0041 1.5 credits. Spring.
This course is designed to provide you with a framework for understanding the role of strategic media planning in the overall context of marketing and advertising decisions. It covers audience research as well as selection, evaluation, and planning of all major advertising media and considers various decisions and problems that arise in the media planning process. The knowledge gained in this course is useful for those interested in any career that requires them to interact with the media industries, such as brand management, advertising, research, as well as the media and entertainment industry.

Television Management: Network, Cable, and Satellite
C55.0044 1.5 credits. Spring.
This introduction to the broadcast and cable television industries from a business perspective provides a basis for understanding how the television industry works and focuses on the primary areas of concern for today’s television executives including programming, production, advertising, regulation, and the effects of new technologies. The goal of the course is to provide (1) an understanding of the economics of the television industry, (2) an appreciation of the differences between broadcast, cable, and satellite television, and (3) an overview of the major issues facing television management.

Globalization of the Entertainment Industry
C55.0046 1.5 credits. Fall.
Prerequisite: C55.0001.
Provides a framework for understanding the global expansion of media and entertainment companies. Examines the impact that the significant export growth of American leisure products and services has on the U.S. economy.
Analyzes the strategies of several leading entertainment and media multinational companies and the development of their entertainment businesses within the major world economic zones. International speakers, cases, and readings are used in this course.

Sports Marketing  
C55.0047  1.5 credits. Fall.  
Prerequisite: C55.0001.
Provides an overview of sports marketing as a component of a fully integrated marketing communication strategy. Studies the history and contemporary application of sports marketing as a method to achieve goals. Considers corporate as well as sporting property use of sports marketing strategies to achieve business objectives. Examines strategies that address critical business constituencies: consumers, trade factors, employees, and the financial community. Covers sports marketing within the context of special sporting event sponsorships and professional sports teams as well as governing organizations, sports media (broadcast, print, and the Internet), licensing, hospitality, etc.

The Business of Producing  
C55.0049  1.5 credits. Spring.  
Prerequisite: C55.0001.
A specialized EMT course within the Berkley Center for Entrepreneurial Studies designed to provide students with a framework for understanding the dynamics of producing (as a business profession) a finished creative product in the entertainment and media industries, developing a business model, and generating an income stream to repay and provide investors with a profit. Educates the student in the process of feature film and long-form television production from the initial concept of the story, through script development, to completion of the project. Covers the most important steps in the production of an independent film, a studio project, a network TV or cable show, a radio program, a Broadway production, and an advertising television commercial. Explores all the elements a producer must know, understand, and eventually become skilled with through mastery of development, including script selection, finance, budgeting, timetable development, team building, talent selection, sales, contract and union negotiation, regulations, technology, and other relevant core competencies.

Marketing Financial Services  
C55.0050  3 credits. Spring.  
Prerequisite: C55.0001.
An applied course on marketing in the financial services sector. Evaluates the mission, segmentation, positioning, and product/service mix strategies of major companies by examining their communications and distribution programs including Web sites. Instead of examining cases, students make weekly applications of services marketing tools that become a format for discussion and class analysis. These tools then become the basis for an integrative perspective in developing marketing strategies and plans for financial service firms.

Pricing Strategies  
C55.0053  3 credits. Spring.  
Prerequisite: C55.0001.
Pricing is one of the most important but least understood marketing decisions. This course is designed to equip participants with the frameworks, techniques, and latest thinking on assessing and formulating pricing strategies. Students learn the process of making pricing decisions and explore innovative approaches for setting prices. Emphasis is on ways to help firms in diverse industries improve their pricing. Topics of discussion include pricing of durable goods, pricing of consumer packaged goods, pricing of services, pricing of informational goods, new product pricing, price promotions, behavior-based pricing, price bundling, nonlinear pricing, targeted pricing, pricing through a distribution channel, and international pricing. Upon successful completion of this course, students (1) gain a solid understanding of pricing practices across different industries, (2) learn state-of-the-art frameworks for analyzing pricing issues, and (3) master the essential techniques for making profitable pricing decisions while thinking strategically.

Strategic Marketing Planning and Management  
C55.0055  3 credits. Spring.  
Prerequisites: C55.0001 and two advanced marketing courses.
Develops the understanding of the role and functions of strategic marketing management in total corporate activities. Stresses the integration of product, consumer, research, distribution, promotion, budget, and marketing campaign feedback into a managerial framework. Considers the application of marketing resources to marketing opportunity within the framework of the marketing concept. The emphasis is on strategic marketing planning and decision making and the use of data to assist the decision maker. Case problems are analyzed in depth.

New Product Development  
C55.0060  3 credits. Spring.  
Prerequisite: C55.0001.
New products and services are vital to the success of all companies. However, innovation is risky and most new products fail in the marketplace. Very often, ineffective marketing is the primary cause of new product failures. Thus, expertise in the marketing and design of new products is a critical skill for all managers, inside and outside of the marketing department. The course work focuses on the tools and techniques associated with analyzing market opportunities and then designing, testing, and introducing new products and services. Both quantitative and qualitative approaches are covered. In particular, the course covers the new product development process, market-entry strategies, how to generate new product ideas, mapping customer perceptions, segmentation, product positioning, forecasting market demand, and product design. The course emphasizes how to incorporate customers and competitors into all of these aspects of new product development. It is intended for students who are interested in working on new product innovations, both in entrepreneurial firms and in established companies.

International Marketing Management  
C55.0064  3 credits. Fall and spring.  
Prerequisites: C55.0001, C30.0011.
Examines the specific issues involved in entering international markets and in conducting marketing operations on an international scale. Attention is focused on problems such as identifying and evaluating opportunities worldwide, developing and adapting market strategies in relation to specific national market needs and constraints, and coordinating global marketing and branding strategies. Emphasis is on strategic issues relating to international operations rather than on technical aspects of exporting and importing.

Decision-Making Strategies in Marketing and Management  
C55.0065  3 credits. Spring.  
Prerequisite: C55.0001.
Successful marketing and business strategy depends on a thorough understanding of how people make decisions. Although traditional "rational" models of human reasoning make clear predictions about how
people should make decisions, these models fail to fully capture how managers and consumers actually make decisions in the real world. The purpose of this course is to inform future managers and consultants of the sometimes counterintuitive but often predictable rules, processes, and heuristics that guide everyday judgment and decision making, as well as how knowledge of these rules can be utilized to improve marketing and business strategy.

**Retail Management**
C55.0087 3 credits. Fall.
Prerequisite: C55.0001.
Retailing may be viewed from both a supply (structural) perspective and from a demand (consumer-oriented) perspective. Both points of view are developed in this course with the objective being that the student’s understanding is enhanced by a balancing of these two complementary approaches. Additionally, a “macro” view of the industry, in comparison to other industry types, is included to broaden the student’s understanding of the importance of the industry in today’s global economic environment.

**Independent Study in Marketing**
C55.0094-C55.0099 1-3 credits.
Fall, spring, and summer.
Prerequisites: senior standing, C55.0001, C55.0002, C55.0009, 6 additional credits of marketing electives, and adherence to the Independent Study Proposal Guidelines (available from the Department of Marketing or the Office of Academic Advising).
An opportunity to work one-on-one with a faculty member on an advanced topic selected by the student that is not covered in any marketing course.

**ADDITIONAL COURSE THAT CAN BE TAKEN FOR MARKETING ELECTIVE CREDIT**

**Entertainment Law**
C10.0048 1.5 credits. Fall.
Prerequisite: C55.0001. Counts as an advanced elective in the marketing major.
A survey course that introduces the student to some of the legal issues involved in conducting the business of the entertainment industry, which is intellectual property. Begins with the underlying legal concepts related to the protection of intellectual property: copyright, trademark, right of privacy, defamation, and the tension between the right of publicity and the First Amendment. Continues with a sample survey of specific areas of the industry, which may include film, television and cable, music (recording and music publishing), publishing (print and electronic), sports law, new media and the Internet, and live stage (Broadway, off-Broadway, and touring). Actual cases are read and discussed, and select provisions of contracts are read and analyzed. Guest speakers from the industry discuss topics in a particular area of their expertise.