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. At Stern, you’ll find 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.

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**CAREER PREPARATION**
The undergraduate program in marketing prepares students for all the various aspects of the field. Students develop a 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, for an outline of the marketing major and marketing comajors within Stern, as well as the marketing major with selected College of Arts and Science minors. 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 POINTS)**
C55.0001 Introduction to Marketing
C55.0009 Marketing Research

C55.0002 Consumer Behavior
Plus 6 points of advanced marketing electives. Students may take marketing electives in any combination of 3-point courses or 1.5-point mini courses.

Students majoring in marketing should consult with their adviser in the Office of Undergraduate Advising and Student Services during their junior year to ensure that course distribution requirements are being met and to declare formally the marketing major. The Department of Marketing’s director of undergraduate marketing studies is available to advise on marketing course selection or other matters marketing students may wish to discuss.

**Courses**

**CORE COURSE**
Introduction to Marketing
C55.0001 4 points. Fall, spring, and summer.
Prerequisites: V31.0001, V31.0002, C65.0001, C10.0001 (starting with Class of 2007), and 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 problem-solving ability in dealing with specific areas.

**ADVANCED COURSES**
(for second semester sophomores, juniors, and seniors)

**Consumer Behavior**
C55.0002 3 points. Fall, spring, and summer.
Prerequisite: C55.0001.
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 points. 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 copyright/art direction, while allowing a broader appreciation of how each of these skill areas fits 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 points. Fall and spring. Prerequisites: C55.0001 and either C22.0001 or C22.0103.
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.

Film and Television Distribution and Finance
C55.0020 1.5 points. 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: copyright 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.

Entertainment Finance
C55.0021 1.5 points. Spring. Prerequisite: C55.0001.
An introduction to the world of entertainment from the perspective of the chief financial officer. The course is designed so that students attain a basic financial understanding of a variety of entertainment subcategories, including film, television, music, cable, and the Internet. Prior knowledge of the entertainment industry or finance is not assumed. Each area of entertainment has a unique structure and language and is a prerequisite to the application of financial thinking. On completion of this course, the student should have an understanding of the structure, language, and financial considerations of each of the entertainment sectors presented. In addition to text materials, real-life examples are presented and include vignettes ranging from films such as Titanic and Apollo 13 to television commercials to Internet successes and failures. Accounting and finance principles are introduced and applied throughout the course.

Entertainment Marketing
C55.0040 1.5 points. 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.

Television Management: Network, Cable, and Satellite
C55.0044 1.5 points. Spring.
An 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 points. Fall. Prerequisite: C55.0001.
Provides a framework for understanding the global expansion of media and entertainment businesses. Examines the impact that the significant export growth of American leisure products and services has on the U.S. economy. Prepares students through the analysis of several leading entertainment and media multinational companies and the development of their entertainment businesses within the major world economic zones. International speakers, special cases, and readings are included.

Sports Marketing
C55.0047 1.5 points. 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.

Entertainment Law
C10.0048 1.5 points. 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, TV 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.

**The Business of Producing**
C55.0049  1.5 points. 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 points. 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.

**Strategic Marketing Planning and Management**
C55.0055  3 points. Spring.
Prerequisites: C55.0001 and two advanced marketing courses.
Develops 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.

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

**Retail Management**
C55.0087  3 points. 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 greater fulfill the students’ understanding of the importance of the industry in today’s global economic environment.

**Independent Study in Marketing**
Fall, spring, and summer.
Prerequisites: senior standing, C55.0001, C55.0002, C55.0009, 6 additional points of marketing electives, and adherence to the Independent Study Proposal Guidelines (available from the Department of Marketing or the Office of Academic Advising and Student Services).
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.