Welcome to the dynamic world of Marketing at the Stern School!

Marketing means building businesses. Marketing starts with the customer and prospect according to Peter Drucker, the renowned management guru, who states that the only purpose of business is to create and keep customers.

To create a brand loyal customer, marketers study consumer needs and translate them into a competitive product or service solution. Stern’s accomplished faculty will train you to become intimate with your target customer, innovative in your product offer, and persuasive in your tactics to convince consumers to buy.

The Stern Marketing Major will also train you to develop your competitive strategic mindset. Since most businesses have competition, you’ll learn how to anticipate competitor entry, be proactive in your strategic response and develop sustainable competitive advantages. An effective marketing mindset will allow you to lead the market with evolutionary and revolutionary products and services ala BMW®, Coca-Cola®, and Microsoft®.

Marketing will challenge and reward you like no other discipline. First, you will be trained and compensated to accept profit and loss responsibility for your product or brand. You’ll become an “intrapreneur” within a corporation or an entrepreneur if you own your own business.

Second, marketing will require you to develop and draw upon your quantitative and qualitative skills. Both your left and right brain hemispheres will be tested as you face challenges such as shifting consumer demand, aggressive competition, maturing product lines, technological change and limited corporate resources.

Third, you’ll be exposed to, and expected to generate, a working knowledge of a broad range of specialties within marketing including advertising and promotion, brand management, entertainment and media, financial services marketing, international marketing, marketing research, and retail management.

Fourth, as a marketer you’ll be the focus of your organization. The Marketing Department usually leads team efforts on initiatives like new product development and brand management. As a Brand Manager, you may someday lead a multi-disciplinary team with members from corporate departments including Finance, Legal, Operations, Sales, and Technology.

Finally, you’ll have fun with the marketing process and be thrilled with your success. Nothing beats developing a product, launching it, and witnessing consumers choosing it on a store shelf.

We invite you to choose marketing as your major or co-major. In exchange, we’ll give you a “toolkit” to create superior value in the marketplace within your marketing-driven businesses.

See you in class!

Professor Marco Protano, Director of Undergraduate Marketing Studies.

Marketing Major Curriculum
The Stern School Marketing Major is a 16-point program consisting of three required courses—*Introduction to Marketing*, *Consumer Behavior*, and *Marketing Research*—and six points of electives chosen from sixteen dynamic classes.

Students generally begin their Marketing Major by taking *Introduction to Marketing* in the Autumn of their junior year and *Consumer Behavior* and *Marketing Research* the following Spring. The remaining marketing electives are completed during a student’s senior year.

### Marketing Major Course Requirements (effective class of 2005)

<table>
<thead>
<tr>
<th>Stern Requirement</th>
<th>Marketing Major Requirements</th>
<th>Marketing Major Electives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taken Autumn of Junior year.</td>
<td>Taken Spring of Junior year.</td>
<td>Taken Senior year.</td>
</tr>
<tr>
<td><strong>Introduction To Marketing</strong> (C55.0001 – 4 points)</td>
<td><strong>Marketing Research</strong> (C55.0009 – 3 points)</td>
<td>(6 points total: any combination of 3 point and/or 1.5 point courses.)</td>
</tr>
<tr>
<td>Prerequisites:</td>
<td>and</td>
<td></td>
</tr>
<tr>
<td>• <em>Economic Principles I</em> (V31.0001 – 4 points)</td>
<td><strong>Consumer Behavior</strong> (C55.0002 – 3 points)</td>
<td>• <em>Advertising Management</em> C55.0003 – 3 points</td>
</tr>
<tr>
<td>• <em>Economic Principles II</em> (V32.0002 – 4 points)</td>
<td></td>
<td>• <em>Entertainment Finance</em> C55.0021 – 1.5 points</td>
</tr>
<tr>
<td>• <em>Organizational Communications</em> (C65.0001 – 4 points)</td>
<td></td>
<td>• <em>Entertainment Law</em> C10.0048 – 1.5 points</td>
</tr>
<tr>
<td>• Sophomore Status</td>
<td></td>
<td>• <em>Entertainment Marketing</em> C55.0040 – 1.5 points</td>
</tr>
</tbody>
</table>

**NOTE:** Starting with the class of 2007, *Principles of Financial Accounting* (C10.0001 – 4 points) will also be a prerequisite.

### Stern Marketing On-line

- Marketing Department: [http://www.stern.nyu.edu/marketing](http://www.stern.nyu.edu/marketing)
- The EMT Initiative: [http://www.stern.nyu.edu/emt](http://www.stern.nyu.edu/emt)
- Office of Career Development: [http://www.stern.nyu.edu/ocd](http://www.stern.nyu.edu/ocd)
- Undergraduate Marketing Society: [http://pages.stern.nyu.edu/~mktsoc](http://pages.stern.nyu.edu/~mktsoc)
- STEBA, *The Stern and Tisch Entertainment Business Association*: [http://pages.stern.nyu.edu/~steba](http://pages.stern.nyu.edu/~steba)

### Marketing Major Concentrations

- *Advertising Management* C55.0003 – 3 points
- *Entertainment Finance* C55.0021 – 1.5 points
- *Entertainment Law* C10.0048 – 1.5 points
- *Entertainment Marketing* C55.0040 – 1.5 points
- *Film & Television Distribution & Finance* C55.0020 – 1.5 points
- *Globalization of the Entertainment Industry* C55.0046 – 1.5 points
- *International Marketing Management* C55.0064 – 3 points
- *Internet Marketing* C55.0045 – 1.5 points
- *Marketing Financial Services* C55.0050 – 3 points
- *Marketing Hi-Tech Products* C55.0070 – 3 points
- *Retail Management* C55.0087 – 3 points
- *Sales Management* C55.0038 – 3 points
- *Sports Marketing* C55.0047 – 1.5 points
- *Strategic Marketing Planning & Management* C55.0055 – 3 points
- *Television Management: Network, Cable & Satellite* C55.0044 – 1.5 points
- *The Business of Producing* C55.0049 – 1.5 points
- *Independent Study in Marketing* (Faculty approval required) 1 – 3 points

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An exciting feature of the Stern Marketing Major is that undergraduates may choose to structure their elective course work as a marketing concentration in one of seven marketing specialties.

**Advertising and Promotion.** General Motor’s annual advertising budget exceeds the GDP of Aruba, Grenada, Monaco and Tonga…combined! Advertising is big business. Learn the *analytical and creative* tools that advertisers use to better understand, and stimulate, consumer demand through the creation of a compelling and actionable advertising campaign.

![General Motors](image1.png)

**Brand Management.** Coca-Cola® and Colgate®. Chevy® and Chanel®. A successful brand elicits powerful reactions: they make us hungry or angry; stimulated or satiated. Brand Management is one of the most exciting and lucrative positions in the field of marketing. A Brand Manager is the “CEO” of their product. Become one of the women and men that create and sustain the brands that influence our daily lives.

![Chanel](image2.png)

**The EMT Initiative.** Lights, camera, action! The allure of the entertainment, media and communications technology (“EMT”) sectors is legendary. EMT content is the US’s second largest export. MTV matters in Malaysia! Where better to study the media business than in New York City, the heart of the world’s media capital?

![MTV](image3.png)

**Financial Services Marketing.** Financial service institutions—banks, insurance companies, mutual funds, etc.—spend billions of dollars marketing their products and services. Marketing is integral to all areas of financial service institutions: from basic consumer banking to sophisticated corporate finance transactions. A Financial Services Marketing concentration is an innovative way to enter the world of finance.

**International Marketing.** How does McDonald’s® make millions in Mecca? How did Coke® capture Cambodia? Globalization is playing an increasingly important role in 21st century marketing strategies. Learn how to “think globally and act locally” to market global products that satisfy the unique requirements of diverse economies and cultures. And perhaps join the Stern alumni who work in 65 foreign countries!

![McDonald's](image4.png)

**Marketing Research.** Why did the Pepsi challenge lead to a record increase in it’s market share? Marketing researchers answer questions such as these by gathering data and using *qualitative* and *quantitative* tools to better evaluate and understand consumers. A Marketing Research concentration will provide you with the skills needed to enter one of the fastest growing fields of marketing.

![Pepsi](image5.png)

**Retail Management.** Retail is the engine that drives the US economy. Retail outlets including Gap® employ almost one in five working Americans. Qualified marketing professionals are needed in three mission-critical areas of retail: 1. creative 2. administrative, and 3. direct store management. A Retail Management concentration can be the first step to a fast-track career for marketing undergraduates.

![Gap](image6.png)

Visit the Marketing Dep’t (KMC 9-170) to pick-up individual sheets on marketing concentrations!
Marketing Co-Majors and Minors

The Stern School Marketing Major is flexible and can be structured as a co-major within seven departments at the Stern School. (See Table 1)

Likewise, a Stern Marketing Department major or co-major can be enhanced with a minor from seven departments within the NYU College of Arts and Sciences (“CAS”). (See Table 2)

<table>
<thead>
<tr>
<th>Table 1: Marketing Co-Majors at Stern</th>
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</thead>
<tbody>
<tr>
<td>1 Economics</td>
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<tr>
<td>2 Finance</td>
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<tr>
<td>3 Information Systems</td>
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<tr>
<td>4 International Business</td>
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<tr>
<td>5 General Accounting, Taxation &amp; Business Law</td>
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<tr>
<td>6 Management &amp; Organization Behavior</td>
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<tr>
<td>7 Statistics &amp; Operations Research</td>
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</table>


<table>
<thead>
<tr>
<th>Table 2: Marketing Majors w/CAS Minors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Biology, Chemistry, Physics</td>
</tr>
<tr>
<td>2 English, Journalism, Mass Communication</td>
</tr>
<tr>
<td>3 Fine Arts, Dramatic Literature, Theatre History, Cinema</td>
</tr>
<tr>
<td>4 History &amp; Politics</td>
</tr>
<tr>
<td>5 Educations &amp; Languages</td>
</tr>
<tr>
<td>6 Psychology</td>
</tr>
<tr>
<td>7 Religion &amp; Gender Studies</td>
</tr>
</tbody>
</table>


Finally...A Career in Marketing

Fara Tischler, Stern ‘96 – Senior Associate Research Manager, Time, Inc.

“A marketing major from the Stern School enables me to create value within Time, Inc.’s portfolio of businesses and brands. On a day-to-day basis, I’m able to identify marketing needs and direct qualitative and quantitative initiatives to optimize Time’s marketing objectives.”

Fara states that the skill-set she gained from the Introduction to Marketing, Marketing Research and Consumer Behavior classes helped her land a marketing job after graduating from Stern. She continues to find courses like Marketing Research useful on the job.

Fara’s Typical Day:

9:00am Arrive at office. Check email and voicemail. Review the day’s calendar.
9:30am Attend Marketing Department brainstorming session to discuss strategy for the TIME.com website.
10:00pm Design research project to benchmark TIME.com’s goals and objectives. Estimate project research costs with external vendors. Write research proposal for internal distribution.
11:00pm Review and approve discussion guide for upcoming focus groups.
11:30pm Meet with external ad agency to discuss the TIME Magazine brand strategy and tagline.
12:30pm Attend company-sponsored lunch highlighting the Publisher of Sports Illustrated.
2:00pm Present findings and recommendations of brand research study to TIME Magazine’s President.
3:30pm Review results of a TIME Magazine subscriber profile research study. Check survey results to ensure data accuracy. Begin to transform raw data into a clear and insightful presentation.
6:00pm Respond to emails and voicemails. Join colleagues at a company reception to celebrate the launch of a new Time, Inc. magazine.

Table 5:

Sample Employers of Stern Marketing Undergraduates

- ACNielsen
- American Airlines
- American Express
- Citigroup
- Deutsche Bank
- DoubleClick
- Gap
- GM
- Kodak
- Macy’s
- McDonalds
- Microsoft
- Minolta
- MTV
- Nestlé
- Ogilvy & Mather
- Prada
- Ralph Lauren
- Reuters
- Sony Music
- The New York Times
- Unilever
- Virgin
- Yahoo!

Source: NYU Stern Office of Alumni Affairs

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