Undergraduate Marketing Major & Co-Major

“The fastest route up the corporate ladder is through the marketing side, search firm Korn/Ferry says after a survey of 160 companies…”

The Wall Street Journal

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 to 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 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 at 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 a broad range of specialties within marketing including advertising and promotion, brand management, entertainment, media and technology, financial services marketing, international marketing, marketing consulting, marketing research, and retail management.

Fourth, as a marketer you’ll be the focus of your organization. A corporate 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 learning marketing and will 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 Robert Shoemaker, Director of Undergraduate Marketing Studies.
Marketing Major Curriculum

The Stern School marketing major is a 16-credit program consisting of three required courses—Introduction to Marketing, Marketing Research and Consumer Behavior—and six credits of electives chosen from seventeen dynamic classes in addition to an optional independent study project.

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)

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<th>Stern Requirement</th>
<th>Marketing Major Requirements</th>
<th>Marketing Major Electives</th>
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<td>Taken Autumn of Junior year.</td>
<td>Taken Spring of Junior year.</td>
<td>Taken Senior year.</td>
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<td>(6 credits total: any combination of 3 credit and/or 1.5 credit courses.)</td>
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### Introduction To Marketing
(C55.0001 – 4 credits)

**Prerequisites:**
- Economic Principles I (V31.0001 – 4 credits)
- Economic Principles II (V32.0002 – 4 credits)
- Organizational Communication (C65.0001 – 4 credits)
- Principles of Financial Accounting (C10.0001 – 4 credits)
- Sophomore Status

### Marketing Research
(C55.0009 – 3 credits)

and

### Consumer Behavior
(C55.0002 – 3 credits)

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

Stern Marketing On-line

- Marketing Department: http://www.stern.nyu.edu/marketing
- Entertainment, Media, & Technology (“EMT”) Initiative: http://www.stern.nyu.edu/emt
- Office of Career Development: http://www.nyu.edu/careerservices
- Undergraduate Marketing Society: http://pages.stern.nyu.edu/~mktsoc
- STEBA, The Stern and Tisch Entertainment Business Association: http://pages.stern.nyu.edu/~steba

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Marketing Major Focuses

An exciting feature of the Stern marketing major is that undergraduates may choose to structure their elective course work as a marketing specialization in one of eight exciting areas of marketing.

**Advertising and Promotion.** General Motor’s annual advertising budget exceeds the GDP of Aruba, Grenada, Monaco and Tonga...combined! 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.

**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.

**The EMT Concentration.** 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?

**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. A Financial Services Marketing specialization 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 and perhaps join Stern alumni who work in 65 foreign countries!

**Marketing Consulting.** Marketing Consulting is one of most dynamic and strategic areas of marketing. Marketing Consultants bring a fresh pair of eyes to marketing challenges that organizations find difficult to tackle on their own.

**Marketing Research.** Why did New Coke® fail? Marketing researchers answer questions such as these by using *qualitative* and *quantitative* tools to better understand consumers. A Marketing Research specialization will enable you to succeed in one of the fastest growing fields of marketing.

Visit the Marketing Department lobby (KMC 9-170) or web site (http://w4.stern.nyu.edu/marketing/academic.cfm?doc_id=947) to learn more about individual marketing major focuses!
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 almost every department within the NYU College of Arts and Sciences (“CAS”). (See Table 2)

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 honoring the retiring 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 1: Marketing Co-Majors at Stern

| Economics |
| Finance |
| Information Systems |
| International Business |
| General Accounting, Taxation & Business Law |
| Management & Organization Behavior |
| Statistics & Operations Research |


Table 2: Marketing Majors w/CAS Minors

| Biology, Chemistry, Physics |
| English, Journalism, Mass Communication |
| Fine Arts, Dramatic Literature, Theatre History, Cinema |
| History & Politics |
| Educations & Languages |
| Psychology |
| Religion & Gender Studies |


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