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

WHAT’S NEW in the MARKETING DEPARTMENT

Professor Geeta Menon Named Marketing Department Chairperson

Dean Thomas Cooley recently announced the appointment of Professor Geeta Menon as Marketing Department Chairperson.

In making the announcement, Dean Cooley stated that “Geeta Menon, who has already shown her leadership skills over the past months as Acting Chair of the department, inherits a strong department. As a widely-respected scholar, teacher, and now, administrator, Geeta will, I know, lead the Marketing Department with intelligence and distinction.”

Professor Robert Shoemaker Appointed Director of Undergraduate Marketing Studies

Professor Robert Shoemaker has accepted the position of Director of Undergraduate Studies. In addition to his usual teaching and research responsibilities, Professor Shoemaker – a 30-year Stern veteran – will be responsible for maintaining the excellence of the undergraduate marketing curriculum and serve as faculty advisor to the Marketing Society.

Do You Know…

The Stern Undergraduate Marketing Department lists seven marketing specializations. You can now use your marketing electives to specialize in the marketing field of your choice:

- Advertising & Promotion
- Brand Management
- Entertainment, Media & Technology (“EMT”) Concentration
- Financial Services Marketing
- International Marketing
- Marketing Consulting
- Marketing Research

For more information about specific marketing specializations, visit the Marketing Department lobby, KMC 9-170 or website http://www.stern.nyu.edu/marketing

Fun Fact –

The average starting salary of a Stern Undergraduate Marketing Major is $43,000.

Source: NYU Office of Career Services

IT’S JOB SEARCH SEASON… Are You Ready?

An Interview with Trudy Steinfeld
Vice President for Student Affairs & Services, Office of Career Services (“OCS”)

“An ideal marketing candidate needs to be extremely smart. They should think on their feet and be very professional and articulate.”

What are the different kinds of jobs available in marketing?
Marketing includes the brand management, consumer product, account management and sales related fields. Though many students are not generally interested in sales positions, many sales jobs involve brand management and sometimes even provide better compensation than other marketing opportunities. Thus marketing majors should consider an entry-level sales position as a way to break in to marketing.

Which marketing firms are aggressive recruiters of Stern marketing majors?
Surprisingly, many traditional marketing firms are not big recruiters. It's really the consumer product companies and advertising agencies, like Grey, and Young & Rubicam, that offer the best recruitment and internship programs. In addition, large corporations like L’Oreal and GE – as well as many NYC-based entertainment firms – offer great opportunities.

Do you have any specific job search advice for marketing majors?
Be very flexible and understand that you may have to start in a marketing-related job as a prelude to a full-blown marketing career. While at Stern, work at internships that give you a portfolio of experience that will allow you to market yourself as a highly qualified candidate.

Apart from OCS, are there other ways for a marketing major to find a job?
Absolutely…network! Become an active member of professional associations. Aggressively target firms in which you are interested. Go to corporate presentations and surf other career websites. Take advantage of your membership in the Marketing Society to network with the guest speakers.

http://www.nyu.edu/careerservices/
Geeta Menon, Ph.D.
NEW Marketing Department Chairperson

“Marketing can be a lot of fun. You are going to spend a large chunk of your life at your job so you should enjoy what you do! Marketing is like a game. It is also an intellectual pursuit. You need to figure out how your products fit in vis-à-vis people.

Undergraduate Courses: Introduction to Marketing (C55.0001)

Tell us a little bit about your background.
“I am originally from India where I got my masters in economics at Madras Christian College. I then worked at the Indian Market Research Bureau. I received my doctorate at the University of Illinois at Urbana-Champaign.”

What made you want to study marketing?
“Marketing is about communicating end value and getting into the mind of the consumer. What excites me about marketing is that marketing issues are so relevant to life. I also minored in Psychology because I wanted to learn how memory is organized.”

How did you end up practicing marketing in an academic – as opposed to a corporate – environment?
“I chose the academic sector for the intellectual challenge. It gives me the freedom to think through interesting challenges. The corporate sector is about implementation: how much money you have made. In an academic setting you focus on marketing because you’re curious about intellectual problems. The academic sector thus affords great flexibility.”

What is your vision for the Stern Undergraduate Marketing Department?
“Stern has a great marketing program and great students. We plan to continue to grow this program by really catering to the needs of our marketing students – offering courses that they want and will find useful in their jobs. We are going to tailor the marketing program to the overall goals of the new administration, but we are also going to rely heavily on student input to bring about improvement.”

Do you enjoy teaching undergraduate students?
“I have taught the undergraduate marketing core class and the undergraduate honors program as well as MBA courses. Undergrads are very open-minded, their minds are like sponges.”

What kind of research are you conducting right now?
“I am researching how to make people more conscious of the risks to their health. We are determining optimal communication methods to make people both more aware of health risks and to prompt them to take preventative actions. For example, we’ve determined that saying 1,200 deaths/day is more threatening than 438,000/year.”

Which company or brand do you think is the most innovative in marketing today?
“The i-pod® campaign was great in its segmentation and creation of a brand name. Apple was sensitive to the fact that you don’t have to be a Mac user to be an i-pod® user – they gave a little to gain a lot!”

http://w4.stern.nyu.edu/marketing/facultystaff.cfm?doc_id=997

Robert Shoemaker, Ph.D.
NEW Director of Undergraduate Studies

“It’s been a great pleasure witnessing Stern’s and NYU’s reputation improve at a rapid rate. In addition, I applaud the efforts of students, faculty, administrators, staff and alumni to continue striving for even greater accomplishments in the years ahead.”

Undergraduate Courses: Marketing Research (C55.0009)

Tell us a little bit about your background.
“I started as a physics major at Amherst and then earned a masters degree in operations research at MIT. The study of these subjects provided a strong foundation for quantitative analysis. My first two jobs were in operations research.”

What made you want to study marketing?
“I became involved in marketing by accident. Our consulting firm landed a contract for a large market research study. However the director of the project left for another job. I inherited the project and found that I loved market research.”

How did you end up practicing marketing in an academic – as opposed to a corporate – environment?
“After several years in industry, I entered a PhD program at Carnegie Mellon, expecting to return to industry. During the course of my studies, I discovered that I enjoyed teaching and the flexibility to choose my own research topics. I decided to try the academic life for one year. I have been at NYU ever since and have loved a career of teaching and doing research in marketing.”

What is your vision for the Stern Undergraduate Marketing Department?
“One of my goals is to get undergraduate students more involved in doing research in marketing and entrepreneurship.
I believe that developing research skills will provide a strong foundation for a lifetime interest in learning and recognizing new marketing opportunities.”

What courses do you teach?
“I have taught a wide array of classes, including the core MBA marketing course, courses in marketing research, new product development, pricing and sales promotion, Bayesian statistical theory, and new venture development.”

What kind of research are you conducting right now?
“We recently had a major paper published on the effectiveness of distributing free samples to consumers. Our current project involves tests to determine the effects of ‘odd’ price endings, such as $29.99, versus even endings such as $30.00. In particular, we are trying to determine why certain catalogs, stores and websites use odd price endings while others use even endings.”

Which company or brand do you think is the most innovative in marketing today?
“I’m impressed by the great marketing innovations at Dell, Southwest Airlines, and Toyota. Their founding entrepreneurs took on industry giants and found ways to provide superior value to many segments of the population.”

http://w4.stern.nyu.edu/marketing/facultystaff.cfm?doc_id=1002
### Adva Kornblut
Marketing & International Business ’06

“GET INVOLVED! Join any club that interests you and you will figure out what your real interests are and what types of internships and jobs you want to look for. Obviously the Marketing Society is a great resource so take advantage of what it has to offer!”

**How did you decide to become a marketing major?**
“I am interested in the advertising and PR industries. As a consumer, I am exposed to advertising and PR everyday and would like to learn what goes on behind the scenes. I believe that advertising and PR is the most creative aspect of business.”

**What kind of marketing work do you wish to pursue after graduation?**
“A brand management position in the entertainment, fashion, or media industry.”

**What and why was your favorite marketing course to date?**
“I don’t yet have a favorite marketing course. I’m taking most of them over the next three semesters.”

**Do you have an internship? If so, how did you find it?**
“Not yet. I’m still working on it.”

**In what other NYU clubs or activities are you involved?**
“Fashion Business Association, Jewish Student Union, STEBA, Stern Cares.”

### Anuja Gagoomal
Marketing & International Business ’07
French minor.

“Go to all the Marketing Department and Marketing Society events. They’ll give you exposure to companies and people for whom you may want to work in the future.”

**How did you decide to become a marketing major?**
“I wanted to do something more creative. I also learned some marketing concepts in my psychology classes in high school which increased my interest in marketing.”

**What kind of marketing work do you wish to pursue after graduation?**
“I would really like to be a marketing analyst for the entertainment industry: preferably Broadway. I also definitely want to stay in New York City.”

**What and why was your favorite marketing course to date?**
“I’m looking forward to taking Introduction to Marketing in London!”

**Do you have an internship? If so, how did you find it?**
“I work on campus as a marketing assistant for the School of Continuing and Professional Studies. I have been working there since last year. I applied for the position the summer prior to my freshman year.”

**In what other NYU clubs or activities are you involved?**
“SternLinks and the Student Council.”

### Jennifer Proffit
Marketing & Management ’07

“My best advice would be to get involved in the Marketing Society. The weekly speakers are really amazing. I was not involved my freshman year but have been going to a lot of events this year. I’ve learned a great deal and have become much more excited about majoring in marketing. If you are considering marketing as a major, these speakers will help you determine whether you could be happy with a marketing career after graduation.”

**How did you decide to become a marketing major?**
“T’d always noticed how badly commercials were being produced. Some ads were just not entertaining and others had an unclear message. I became interested in changing this: finding a way to market products in an entertaining way without compromising the message with degrading or inappropriate content.”

**What kind of marketing work do you wish to pursue after graduation?**
“I am interested in working at a big advertising firm or the marketing division of a consumer products company.”

**Do you have an internship? If so, how did you find it?**
“No. Though I am working on finding one!”

**What other clubs or activities are you involved in at NYU?**
“Stern Cares and the Student Council.”

### Kate Totaro
Marketing & Finance ’06. EMT Concentration. French Minor.

“Marketing is a useful major that can cross a ton of industries. Everybody needs someone to promote and sell their product.”

**How did you decide to become a marketing major?**
“It’s actually an interesting story. At a young age I heard a speech by the Marketing Research VP of a well-known company. He spoke about how their consumer products are developed. I was hooked from there.”

**What kind of marketing work do you wish to pursue after graduation?**
“Consumer Products or Licensing.”

**What and why was your favorite marketing course to date?**
“Advertising Management (C55.0003) was pretty cool. The culminating project – actually pitching an advertising campaign for a new product – was a really useful experience. I also really enjoyed Sports Marketing (C55.0047). It’s a great class for anybody interested in the sports business.”

**Do you have an internship? If so, how did you find it?**
“Yes. I work at the Segal Company, a human resources and benefits consulting firm. I got the internship from CareerNet.”

**In what other NYU clubs or activities are you involved?**
“STEBA, Stern Scholars, and SREG.”
MARKETING SPECIALIZATION FOCUS – International Marketing

For more information contact:
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Tel: (212) 998-0418
Fax: (212) 995-4221
sdouglas@stern.nyu.edu

Suggested International Marketing specialization course track:

* Introduction to Marketing
  (Marketing core course)
  C55.0001 - 4 credits

* Marketing Research
  C55.0009 - 3 credits

* Consumer Behavior
  C55.0002 – 3 credits

International Marketing Management
C55.0064 – 3 credits

Strategic Marketing Planning & Management
C55.0055 – 3 credits

Sales Management
C55.0038 – 3 credits

* Marketing major requirement.

The IBEX Program – Stern Marketing Students Study Abroad

IBEX is an amazing chance to live life in another country and immerse yourself in a foreign culture. It's an opportunity to become quite self reliant and independent.”

Carmen Johnson. Director, IBEX

The International Business Exchange Program ("IBEX") allows Stern marketing majors to study international marketing at sixteen leading business schools around the world. IBEX offers Stern students a compelling opportunity to explore the intellectual and cultural aspects of a foreign country while obtaining a unique educational experience.

IBEX program participants spend one semester abroad and complete four to five business courses. All classes are taken on a pass/fail basis and fulfill Stern’s marketing major requirements. Courses are offered in English and thus require no foreign language competence.

IBEX differs from the NYU Study Abroad Program as it offers more independence to students. Program participants are immersed in the culture of a university entirely separate from NYU. However, as IBEX is a student exchange program, tuition and financial aid is the same as at NYU.

The IBEX program at a glance:
- Qualifications: 3.0 GPA, Junior or Senior status.
- Applications for the fall or spring semesters of the 2005-2006 academic year are due by February 7, 2005.
- For more information, call (212) 998-4020 or visit http://w4.stern.nyu.edu/emplibrary/Stud_Abroad.pdf

International Marketing Fun Facts...

Coca-Cola Case Volume by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa Group</td>
<td>5%</td>
</tr>
<tr>
<td>Middle &amp; Far East Group</td>
<td>18%</td>
</tr>
<tr>
<td>Greater Europe Group</td>
<td>20%</td>
</tr>
<tr>
<td>Latin America Group</td>
<td>25%</td>
</tr>
<tr>
<td>North America Group</td>
<td>32%</td>
</tr>
</tbody>
</table>


Do You Know...

Sample Host Countries of Stern Marketing Alumni

- Australia
- Brazil
- China
- Egypt
- Hungary
- India
- Japan
- Pakistan
- Switzerland
- Tanzania

Source: NYU Stern Office of Alumni Affairs

International Marketing Blunders

<table>
<thead>
<tr>
<th>International Brand</th>
<th>Local Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bardak (machines)</td>
<td>1 Brothel</td>
</tr>
<tr>
<td>2 Coca-Cola</td>
<td>2 Wax tadpole</td>
</tr>
<tr>
<td>3 Matador (car)</td>
<td>3 Killer</td>
</tr>
<tr>
<td>4 Misair (airline)</td>
<td>4 Misery</td>
</tr>
<tr>
<td>5 Nova (car)</td>
<td>5 Doesn’t go</td>
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Source: David A. Ricks, “How to Avoid Business Blunders”

The Stern Undergraduate Marketing Newsletter is a joint publication of the Stern Undergraduate Marketing Department and the Stern Marketing Society.

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