

# INTEGRATED MARKETING (INTG1-GC)

## INTG1-GC 1000 Integrated Marketing (3 Credits)

*Typically offered Fall and Spring*

This course introduces students to the concept of marketing as an organizational function and focuses on the development, creation, and implementation of integrated marketing plans. It also covers key elements of how marketing is integrated across channels and the application of specific marketing tactics in support of the brand. Students learn to plan market research, create integrated marketing strategic plans, and evaluate plan outcomes in support of organizational goals. The course addresses contemporary issues and trends in marketing and the implications of new digital and social marketing practices.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## INTG1-GC 1005 Campaign I: Strategy & Execution (3 Credits)

*Typically offered Fall, Spring, and Summer terms*

This course is taken in the semester before INTG1-GC1015, Campaign II: Planning and Management. Together, these two courses provide complementary learning in how to develop strategy, plan, execute, and manage marketing campaigns. Campaign I focuses on the creative aspects of the campaign and explores core concepts that transcend marketing channels. By studying how creative strategy becomes the basis for all executions across the marketing mix, including television, radio, print, direct mail, e-mail, digital and wireless, students learn how to manage all elements to achieve consistency in strategy, and branding for a successful marketing integration outcome. Applying this learning, students build a comprehensive integrated marketing campaign.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## INTG1-GC 1011 Competitive Strategy (3 Credits)

*Typically offered Fall, Spring, and Summer terms*

This course focuses on how companies use strategic analysis and planning to achieve organizational success. Marketers must understand the role of marketing within an organization's business strategy, and how an organization's business strategy influences marketing strategy. Students will learn how to plan, develop, and implement business strategies and the framework in which marketing supports the achievement of business goals. Classic and contemporary methodologies for identifying and assessing growth options will be explored. Through analysis of global competition, innovation, and potential competitive disruptors students will gain an understanding of the issues organizations face to grow in their respective markets and identify mitigation strategies and methodologies to advance growth.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## INTG1-GC 1015 Campaign II: Planning & Management (3 Credits)

*Typically offered Fall, Spring, and Summer terms*

This course is taken in the semester following INTG1-GC1005, Campaign I: Strategy and Execution. Together, the two courses complement learning on how to develop strategy, plan, execute, and manage marketing campaigns. Campaign II focuses on media campaign strategies. Organizations seek to integrate messages across media channels to achieve marketing and business objectives which are complicated by mobile integrations, social media, email and search marketing competing with traditional media such as television, print, radio, and direct mail. This course provides students with the requisite knowledge, skills and background to understand how to make decisions about budget allocation relative to contact media and creative strategy. Applying this learning, students develop a comprehensive integrated-media plan.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## INTG1-GC 1025 Database Management & Modeling (3 Credits)

*Typically offered Fall, Spring, and Summer terms*

In this course, students learn the basics of database setup and management as well as the analytical techniques and tools used in integrated marketing to assess, enhance, and profit from customer-relationship management. The course reviews database technology, organization, and planning including technology needs and outsourcing considerations; sampling techniques such as nth selects and frozen files; creating powerful predictor variables such as univariate and cross tabulations, ratios, time series variables, and other measures. The course also covers predicting customer actions by using multiple linear regression and logistic regression to model response, payment, attrition, churn, and other factors that assist in segmentation. Students also learn how to combine prospect and customer data residing on databases with outside sources of data to drive response models.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## INTG1-GC 1030 Finance for Marketing Decisions (3 Credits)

*Typically offered Fall, Spring, and Summer terms*

This course examines the financial impact of integrated marketing programs on a company's bottom-line. Students learn the basic metrics, terminology, and key formulas for planning, managing, and analyzing marketing programs. Students also learn how a business constructs a more comprehensive financial plan, by analyzing profit and loss projections, breakeven analyses and a marketing allowable to set and achieve financial goals. Students apply these analyses to create financial projections and marketing budgets to project key metrics such as return on investment calculations, cost per inquiry, cost per response, cost per click, response profitability and customer lifetime value. Through the study of marketing best practices, students learn how to set the financial criteria for success, create measurable integrated marketing campaigns, and apply the metrics to direct and digital media.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

**INTG1-GC 1035 Digital Marketing (3 Credits)***Typically offered Fall, Spring, and Summer terms*

In this course, students learn the existing and emerging formats of digital marketing, how to integrate them into the overall marketing plans, and how to use them to achieve business objectives. The course covers the latest forms of digital marketing including content marketing, website UX, SEO, SEM, social media, video, email marketing, mobile marketing, digital attribution and analytics, paid advertising, reputation management, strategy planning, and new and emerging trends such as personalization, AI, augmented and virtual reality, and messenger bots. Students learn about the challenges that marketing professionals need to address in customer acquisition, lead generation, activating and creating customer loyalty, building and promoting brands, enhancing customer relationships, and analyzing consumer behavior in the digital marketplace.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 1055 Statistical Measurements, Analysis & Research (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course provides the marketer with quantitative and qualitative techniques for developing consumer insights, determining market potential, maximizing market share and building customer relationships in an integrated-marketing environment. The course covers an overview of statistical analysis used in marketing, including sampling techniques and marketing-test design and analysis, e.g., sample-size estimation and test assessment via hypothesis testing, choice modeling/conjoint analysis, rank correlations, etc. In addition, students learn research methods to support prospect, customer and competitive analyses including how to execute a survey and use syndicated research. Using measures of central tendency and dispersion, students learn how to develop and assess these statistical measures to better understand potential data issues prior to analysis. They also learn to build graphical representations of marketing data and the important distributional properties of marketing data.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 1060 The C-Suite Perspective: Leadership & Integrated Marketing (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course focuses on the role of the C-Suite leadership and how the competing demands of those roles shape the organization. Students explore the differences between leadership and management and gain understanding of relevant C-Suite practices. Throughout the course, students examine the role of vision, mission, values, and organizational culture in guiding the organization. Topics include risk analysis, scenario planning, leadership models, influencing organizational culture, building relationships and networks, critical thinking, investor relations, crisis evaluation/mitigation, stakeholder analysis, negotiation and persuasion, and entrepreneurship.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2015 Internship (3 Credits)***Typically offered Fall, Spring, and Summer terms*

Internships provide students with the opportunity to acquire professional experience and add a real-world perspective to their studies. The course consists of on-site work at a corporation, nonprofit or governmental organization, educational institution, or small and medium sized company that provides an educational experience for the student, under faculty supervision. Students apply the knowledge acquired through their coursework to industry practice and explore career options. This course has GPA and credit completion requirements.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2100 Social Media & The Brand (3 Credits)***Typically offered Fall, Spring, and Summer terms*

In this course, students learn how effective use of social media integrates both into an overall digital marketing strategy and overarching brand strategy. The course covers the principles and practices of social media marketing and how social media channels are used to build brands in conjunction with an effective content marketing strategy. Throughout the course, students evaluate established social networks as well as emerging platforms. The course covers the different forms of content including blogs, image, video and audio and examines how social media can build or break influence, be used as a research and customer service tool and examines emerging trends and concerns over privacy issues. The course provides students with an opportunity to build a brand by creating content, using social media networks, and creating social media marketing campaigns.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2105 Search Marketing (3 Credits)***Typically offered Fall, Spring, and Summer terms*

In this course, students learn all aspects of search, including organic, pay-per-click search, paid/sponsored listings, contextual listings, and paid inclusion, as well as optimization of site content through keywords, algorithms, and meta tags. Building on this foundation of planning and managing search, they learn the metrics of click-throughs, how to measure the effectiveness of search with A/B tests of listings, site content, site design, and targeted, measurable landing pages.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2115 Operations Strategy (3 Credits)***Typically offered Fall and Spring*

This course enables students to manage the interface between marketing and a company's operations, in areas such as the delivery of products, services and customer support, which helps ensure that marketing is able to effectively support a company's growth strategy and competitive position. This course prepares students in the operational and customer-service aspects of business to ensure that marketing and operations are properly aligned to meet customer expectations. Students evaluate how the efficiency and effectiveness of these processes can make or break a marketing strategy, influence lead conversion, affect customer loyalty and impact Customer Life-Time Value. In this course, students assess how operations create competitive advantage and master how to improve the effectiveness of a company's operations, including usability in e-commerce, outsourcing, and CRM.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**INTG1-GC 2120 E-Commerce Marketing (3 Credits)***Typically offered Fall, Spring, and Summer terms*

The course prepares students for all aspects of e-commerce marketing management, from launch to expansion. It covers the principles and practices of e-commerce marketing, with emphasis on the skills needed to plan, launch, manage, market, and measure a mobile first website that sells products, incorporates advances in marketing technology and communicates with prospects and customers. Students learn the specific processes that constitute core competencies for site development including merchandising, pricing, and product display; best practices for maximizing click-through rate, stickiness, conversion of site visits to sales, and minimizing shopping-cart abandonment. They also learn how to develop and manage the P&L and operating budgets for an e-commerce business and how to use the best practices of classic direct marketing combined with the latest advances in digital technology to test, track and measure for return on investment and customer life time value.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2200 Brand Strategy (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course explores four specific areas of brand strategy including planning, development, management, and assessment. Through the review and analysis of historical and contemporary examples of brands, students develop an awareness and appreciation for the specific elements that contribute to a brand's success. The course delves into the role of social, technological and cultural influences on brands and their success or failure. Students study and evaluate specific elements that distinguish, differentiate, and give rise to successful national, multi-national, and global brands.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2205 Managing Products & Brands (3 Credits)***Typically offered Fall, Spring, and Summer terms*

The course focuses on two distinct areas of product management and brand management. The product management section introduces students to the principles and practices of managing new and existing products. This includes product development, sales forecasting, product-life stage management, pricing, design and packaging, and market testing. The brand management section focuses on brand strategy, including its development and implementation, to address market objectives and strategies. Students examine how brands are managed as a key asset of the business from pricing, packaging, portfolio management to brand activation. Throughout this course, students also explore the role of marketing communications, brand extensions, customer experience, and the overall assessment and measurement of brands.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2210 Consumer Behavior (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course introduces students to how marketers use scientific research to understand the psychological processes involved in consumer behavior. Students learn the concepts and theories of behavioral science that are used to understand and predict behavior in the marketplace, as well as to forecast demand analysis for products and services. Through examining case histories of how the theory and practice of consumer behavior are applied, students gain an understanding of how to plan, develop, and implement marketing strategy and how to use the framework of consumer behavior for decision making in marketing management. The course explores contemporary concepts of storytelling and narrative constructs to emotionally connect with consumers and examines neuroscientific research and social listening techniques to evaluate engagement and response.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2300 Business Analytics and Data Visualization (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course prepares students to turn business data into actionable information and communicate insights through visualizations. Students learn software systems that enable marketers to integrate and transform data, analyze the data, and visualize the results and insights. Students learn how to use these systems and related technology in the context of managing CRM for sales, marketing, and customer relationships. Students use analytical and data visualization software, to clean, manage and prepare data for analysis, and analyze real-world data sets to develop strategic recommendations for managerial actions. They apply techniques to convert data to information, explore datasets, analyze, summarize, and visualize data, creating interactive exploratory analytics and preliminary predictive analytics to develop actionable insights.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2305 Web Analytics: SEO/SEM, PPC, Email & Clickstream (3 Credits)***Typically offered Fall, Spring, and Summer terms*

In this course, students learn how to develop analytics to drive marketing and business objectives and improve ROI from digital initiatives. Students learn how to organize, validate, and analyze various forms of online data in order to optimize the performance of Websites, Search Engine Marketing, Pay-per-Click Advertising campaigns, Email Marketing, Display Advertising etc. Students analyze data from multiple sources including weblogs and click-stream data, and evaluate key metrics for measuring online and offline consumer behavior. Students also learn how to communicate results to drive planning for web optimization and digital advertising.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No

**INTG1-GC 2310 Advanced Test, Analysis, & Experimental Design (3 Credits)***Typically offered Fall and Spring*

This course introduces students to the concepts of experimental design and analytical techniques for developing marketing tests across multiple media channels and marketing touchpoints. The course covers why, what, when and how to test, along with how to analyze the results of marketing tests in traditional and interactive media including print ads, direct mail, email, social media, banner ads, search-engine marketing, landing pages and website effectiveness. Throughout the course, students learn how to establish key performance indicators for marketing and create advanced testing strategies and design statistically-oriented tests of marketing activity, including A/B and ANOVA analyses.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 2315 CRM: Managing Customer Experience (3 Credits)***Typically offered Fall, Spring, and Summer terms*

This course takes a strategic approach to the study of Customer Relationship Marketing, providing students with the knowledge to plan, manage, and assess a CRM program from a non-technical perspective. Students learn how CRM has evolved and can take the form of customer-loyalty programs, relational database management, and total customer service experience. The course covers criteria for a CRM program, goal setting and selection of methodologies, implementation of the CRM program, and metrics for program success. Through CRM simulation exercises and case studies, students learn why, when, and how to use CRM as a strategy for increasing customer equity in the form of incremental revenue from sales, increased profit, improved Return on Investment (ROI), or extending customer lifetime value.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 3100 Special Topics: (3 Credits)**

This course introduces students to topics of relevance to the global marketing and communications industry and establishes some frameworks through which to analyze and evaluate the ecosystem of these industries. The course reviews topics that inform the competitive business strategies adopted by various players in the environment, and/or the creative process of developing marketing and communications campaigns and the criteria used to assess whether these campaigns had impact. Special topics are analyzed in the context of how they are shaped by marketing and communications practice, and how they are impacted by, or alternatively, help drive globalization and digital transformation.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** Yes**INTG1-GC 4000 Capstone (3 Credits)***Typically offered Fall, Spring, and Summer terms*

The Capstone is your final project, marking the culmination of your Master's-degree program. Each student enrolls in the Capstone course and begins by developing and evaluating concepts for an individual new business that will use direct and interactive marketing to achieve its sales and marketing objectives. Once your topic is approved by the instructor, you write a complete business plan for your company. It consists of all the sections that go into an actual business plan. Beginning with business strategy to show the scope of your concept and category research to show the financial potential, you move on to target-audience analysis and competitive strategy. Next, you develop the marketing section with brand positioning, customer-acquisition strategies and tactics, and a customer-retention plan for Lifetime Value. Following that, you plan the media, selecting from the full range of direct and interactive media, and then you develop sample advertisements in traditional and interactive formats for your brand, as well as a database plan and a plan for operations and customer service. Your work includes financial projections for your company, from breakeven analysis to a full P&L (profit and loss) analysis, a lifetime value analysis, and an operating budget. Each week, you share your work with your classmates and the instructor in a collaborative workshop setting. At the end of the semester, you present your complete business plan to your classmates and the instructor.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No**INTG1-GC 4010 Experiential Learning (3 Credits)**

NYU SPS is a school committed to offering world-class courses in applied professional studies across multiple disciplines. Students are grounded in theory then asked to apply those theories to specific professional practice areas. NYU SPS Real World puts the "applied" notion of student learning to the acid test. In this course, students will not apply their knowledge to an assignment in the classroom but to real world problems/challenges faced by real world organizations. In this series of courses, a real world organization assigns students real world problems for which they need actionable solutions. On the first day of class, the organization will present a brief outlining an organizational problem/challenge that needs an actionable solution. SPS students will work in multi-disciplinary teams in fluid consultation and communication with organization leaders and SPS faculty to research, prepare and present their solution on the final day of class. Selected ideas/solutions will be chosen by the organization to be implemented, concretely, into their real world organizational practice.

**Grading:** GC SCPS Graded**Repeatable for additional credit:** No