

# MARKETING (MKTG-SHU)

## MKTG-SHU 1 Introduction to Marketing (4 Credits)

*Typically offered Fall and Spring*

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 a problem-solving ability in dealing with specific areas. Prerequisite: Academic level should be greater than freshmen. Prerequisite: Not open to first-semester students. Fulfillment: This course satisfies BUSM Marketing Core, BUSF: Business elective, IMB Business Flexible Core or elective; Data Science concentration in Marketing; Count for CAS Business Minor, Count for Stern Business Studies Minor.

**Grading:** Ugrd Shanghai Graded

**Repeatable for additional credit:** No

- SB Crse Attr. NYU Shanghai: BUSF Business Elective
- SB Crse Attr. NYU Shanghai: BUSM Marketing Core
- SB Crse Attr. NYU Shanghai: Data Science Elective Concentration in Marketing
- SB Crse Attr. NYU Shanghai: IMB Business Elective
- SB Crse Attr. NYU Shanghai: IMB Business Flexible Core Course

## MKTG-SHU 2 Consumer Behavior (4 Credits)

*Typically offered Fall*

This course presents a comprehensive, systematic, and practical conceptual framework for understanding people as consumers—the basic subject matter of all marketing. It draws on the social sciences to evaluate the influence of both individual and ecological factors on market actions. Students discuss relevant psychological and sociological theories and study how they can be used to predict consumers' reactions to strategic marketing decisions. Basic methodologies for research in consumer behavior are developed and applied. Course emphasis is on developing applications of behavioral concepts and methods for marketing actions. Pre-requisite: MKTG-SHU 1 Intro to Marketing Fulfillment: BUSF Non-Finance elective; BUSM Marketing elective; Business Marketing track; IMB Business elective.

**Grading:** Ugrd Shanghai Graded

**Repeatable for additional credit:** No

- SB Crse Attr. NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr. NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr. NYU Shanghai: IMB Business Elective

## MKTG-SHU 3 Advertising Management (4 Credits)

*Typically offered Fall and Spring*

This course provides students with a comprehensive framework and tools to understand the advertising process and to appreciate managerial and theoretical perspectives in advertising. It tackles the stages in developing an advertising plan- from analyzing the situation and defining clear advertising objectives to execution. Students learn tools related to various skill areas in advertising, including account planning, media planning and buying, and copywriting/art direction, while developing a broader appreciation of how each skill area fits into the overall structure of the advertising process. Coursework involves a comprehensive group project that utilizes learning in all functional areas of advertising, while simulating the development of an advertising campaign. Prereq: Intro to Marketing (MKTG-SHU 1) Fulfillment: BUSF Non-Finance elective; BUSM Marketing elective; Business Marketing track; IMB Business elective.

**Grading:** Ugrd Shanghai Graded

**Repeatable for additional credit:** No

- SB Crse Attr. NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr. NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr. NYU Shanghai: IMB Business Elective

## MKTG-SHU 9 Research for Customer Insights (4 Credits)

*Typically offered Fall and Spring*

At the core of successful marketing is a deep understanding of the customer's perspective, one that is informed not only by intuition, but also by data. What are his or her pain points? How will he or she respond to my latest invention? This course provides students with the tools needed to conduct essential marketing research that can inform data-driven decision-making and strategy. These tools include imagery-guided interviews, surveys, focus groups, experiments, and applied statistical analyses (e.g. cross-tabulations, t-tests, regressions). This course also introduces fundamental methods that are critical for segmentation, identifying the right target market, brand positioning, and pricing various products and services. This course explores topics through a combination of business case studies and hands-on experience with an actual, "live" marketing research project. Prerequisite: Intro to Marketing (MKTG-SHU 1) Fulfillment: BUSM Marketing Elective; BUSF Non-Finance Elective; Business Marketing track; IMB Business elective.

**Grading:** Ugrd Shanghai Graded

**Repeatable for additional credit:** No

- SB Crse Attr. NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr. NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr. NYU Shanghai: IMB Business Elective

## MKTG-SHU 53 Pricing (4 Credits)

*Typically offered occasionally*

Prerequisite: MKTG-SHU 1 Introduction to Marketing. Fulfillment: BUSF Non-Finance elective; BUSM Marketing elective; Business Marketing track; IMB Business elective.

**Grading:** Ugrd Shanghai Graded

**Repeatable for additional credit:** No

- SB Crse Attr. NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr. NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr. NYU Shanghai: IMB Business Elective

**MKTG-SHU 57 Digital Marketing (4 Credits)***Typically offered Fall and Spring*

Digital marketing has experienced tremendous growth and attention over the last few years, thanks to technological innovation and rapid changes in online social networks and digital consumer behavior. This course tackles the latest topics in digital marketing (e.g. digital platforms, online reviews, mobile marketing, influencers), through a combination of business case studies reflecting recent frameworks in the field, in-class exercises on metrics and methods for evaluating the success of digital marketing, and coverage of the latest news and innovation in digital marketing. This course also provides in depth exposure to the psychology of virality and social influence in digital contexts, which is critical for understanding both social media marketing and broader cultural trends. Prerequisite: Intro to Marketing (MKTG-SHU 1) Fulfillment: BUSM Marketing Elective; BUSF Non-Finance Elective; Business Marketing track; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 64 Global Marketing Strategy (4 Credits)***Typically offered occasionally*

Examines the specific issues involved in entering international markets and in conducting marketing operations on an international scale. Attention is focused on problems such as identifying and evaluating opportunities worldwide, developing and adapting market strategies in relation to specific national market needs and constraints, and coordinating global marketing and branding strategies. Emphasis is on strategic issues relating to international operations rather than on technical aspects of exporting and importing. Pre-Requisite: Introduction to Marketing Fulfillment: BUSF Non-Finance elective; BUSM Marketing elective; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 110 Practicum on Innovation and Branding (4 Credits)***Typically offered Spring*

Innovation is the process by which an organization generates creative new ideas and converts them into viable commercial products. Branding, on the other hand, is the process of creating a unique image for the product in the consumers' mind. This perception reflects on the organization as a whole. Moreover, branding aims to establish a differentiated presence in the marketplace to attract and retain loyal customers. Thus, innovation and branding are inextricably linked for organizational success, or survival, in today's hyper-competitive business landscape. This course aims to equip students with knowledge in both the innovation and branding processes. By participating in the International L'Oreal Brandstorm Competition, students will gain practical experience in formulating an idea, develop branding around said idea, and then pitching said idea (innovation and branding) in a competitive forum. Students will also develop an understanding of the role of design and innovation as a collaborative, multidisciplinary group activity; and improve writing and presentation skills. The course incorporates multiple ways of learning including: lectures, case studies, ethnographic research, industry expert feedback on projects and guest presentations, and design activities in the interactive media lab. In essence, the course integrates a project-based learning approach. Prerequisites: None. Fulfillment: IMB Business elective; BUSM Marketing Elective if Intro to Marketing has been taken, otherwise Non-finance/Non-marketing Elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: BUSM Non-Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 154 Digital Marketing Analytics (4 Credits)**

Demand for advanced marketing professionals is rapidly increasing due to (1) the explosion of consumer data created by the digitization of commerce and (2) methodological advances in data science and engineering supported by decreased data storage and processing cost. This course introduces students to a comprehensive set of models that marketing analytics professionals – data scientists, managers, and executives – will encounter in applied business contexts. Additionally, this course will cover related topics on successfully integrating marketing analytics into broader organizational functions: data acquisition and analysis environments, stakeholder scoping and communication, and product technical integration. Prerequisite: Statistics for Business and Economics (BUSF-SHU 101), and Introduction to Marketing (MKTG-SHU 1) Fulfillment: BUSF Non-Finance Elective; BUSM Marketing elective; IMB Business Elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 200 Strategic Marketing in China: Live Projects and Case Studies (4 Credits)***Typically offered Fall*

For most marketers, China is probably one of the most dynamic markets to do business in today. It offers unlimited new opportunities and endless challenges. The purpose of this course is to provide students with first-hand experience in dealing with some of the marketing practices and issues particular to China. The course consists of a combination of live projects, case analyses, lectures, guest talks by industry experts and company visits. The course provides students with a framework for researching and developing a strategic marketing plan, as grounded in theory and industry practice. Student teams will apply structured problem-solving approaches in an iterative and competitive process. They will gain a holistic understanding of the challenges of doing marketing in China. Pre-requisites: Introduction to Marketing, requires junior or senior standing. Fulfillment: Business: China Business Studies; BUSM Marketing Elective; BUSF Non-Finance Elective; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF China Business Studies
- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM China Business Studies
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 228 Strategic Marketing in China: Live Projects and Case Studies (4 Credits)***Typically offered Fall*

For most marketers, China is probably one of the most dynamic markets to do business in today. It offers unlimited new opportunities and endless challenges. The purpose of this course is to provide students with first-hand experience in dealing with some of the marketing practices and issues particular to China. The course consists of a combination of live projects, case analyses, lectures, guest talks by industry experts and company visits. The course provides students with a framework for researching and developing a strategic marketing plan, as grounded in theory and industry practice. Student teams will apply structured problem-solving approaches in an iterative and competitive process. They will gain a holistic understanding of the challenges of doing marketing in China. Pre-requisites: Intro to Marketing and Junior/Senior Level Standing Fulfillment: Business: China Business Studies; BUSM Marketing Elective; BUSF Non-Finance Elective; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF China Business Studies
- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM China Business Studies
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 229 Luxury and Luxury Marketing (4 Credits)**

The Luxury and Luxury Marketing course will provide fundamentally new insights into the seemingly elusive concept of luxury using examples from real life and precise luxury brand cases. In this course, students will be guided to explore fundamental concepts, theories, and frameworks of luxury and luxury marketing. Furthermore, through videos, cases, articles, and personal challenges, students will gain knowledge of the evolution process and motivations of luxury products, consumer tastes, creativity and innovation, and luxury goods companies' strategies through time. This course will also demonstrate the state of the luxury industry today and the core of luxury and luxury branding. To bridge theory and practice, the course interweaves lectures, case discussions, field trip and project presentation. Open to Sophomore and above students. Fulfillment: BUSM Marketing Elective; BUSF Non-Finance Elective; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

**MKTG-SHU 310 Retail Technology and Channel Management: The Chinese Market (4 Credits)***Typically offered every year*

Channels are to business as blood vessels are to the human body. With information and technology developing rapidly, especially in China, marketers must understand how channel management and retail technology are crucial to business success. This course introduces the concepts of channel and retail functions and management. Then, it takes students through how to improve channel and retail efficiency to grow a business and win more customers with technology empowerment. By the end of this course, students will have the tools and understand the processes needed to enable them to analyze gaps, identify issues, develop improvement proposals, and assess solutions in accurate business world simulations. Prerequisite: Introduction to Marketing (MKTG-SHU 1) Fulfillment: BUSF Non-Finance elective or China Business Studies; BUSM Marketing elective or China Business Studies; IMB Business elective.

**Grading:** Ugrd Shanghai Graded**Repeatable for additional credit:** No

- SB Crse Attr: NYU Shanghai: BUSF China Business Studies
- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM China Business Studies
- SB Crse Attr: NYU Shanghai: BUSM Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective