

# MARKETING (MKTG-UB)

## MKTG-UB 1 Intro to Marketing (4 Credits)

*Typically offered occasionally*

This course evaluates marketing as a system for the satisfaction of human wants and a catalyst of business activity. It presents a comprehensive framework that includes (1) researching and analyzing customers, company, competition, and the marketing environment; (2) identifying and targeting attractive segments with a strategic positioning; and (3) making product, pricing, communication, and distribution decisions. Cases and examples are utilized to develop problem-solving abilities.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

## MKTG-UB 2 Consumer Behavior (3 Credits)

*Typically offered occasionally*

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.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

## MKTG-UB 3 Advertising (3 Credits)

*Typically offered occasionally*

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.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

## MKTG-UB 4 Managing Creative Content Development (2 Credits)

*Typically offered occasionally*

This course provides students with an opportunity to learn about the individual and collaborative services provided by professional managers both inside and outside EMT companies. It develops a system by which to evaluate the quality of the service provided, the nature of the service and how these services are being implemented through collaboration with industry creative and business executives. Through discussions with and lectures by entertainment and media lawyers, accountants, talent and literary agents, studio executives, producers, publicity and advertising specialists, the student will understand the diversity of talents required to complete a project or product successfully. Course Objectives: To provide students with an understanding of the role of the executive in the entertainment and media industries who can assemble a team of creative professionals and manage their activities so that successful content can be the outcome. To share an overview of the various disciplines and content genres/typology needed for the industry sectors that include movies, television, music, publishing, electronic games, theater, and related businesses. To gain insights into legal and financial issues pertaining to the various entertainment and media industry sectors, including basic copyright, intellectual property and privacy issues. To examine the roles and responsibilities of each of the members of the team assembled by the manager (producer, head of production, student head, manager/agent, manager/lawyer, business coach, management consultant). To review and be capable of implementing business plans for funding entertainment projects offered through venture capital, limited partnerships, angels or other specialists in financial deal making. To learn from the experts using lectures, cases, film, texts and guest lectures.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

## MKTG-UB 9 Research for Customer Insights (3 Credits)

*Typically offered occasionally*

This course provides students with both research and managerial perspectives in the development and application of marketing research tools and procedures. It describes the development of research designs from problem formulation to analysis and submission of the research report. It also covers the analysis of techniques in marketing research, such as focus groups, experimental design, surveys, sampling, statistical analysis, and reporting. Cases are utilized in the development of methods and in specific areas of application.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**Prerequisites:** MKTG-UB 1 (or MKTG-UB 9001 or MKTG-SHU 1 or IBEX-UB 2003 or BUSOR-UH 1001J) AND STAT-UB 3 (or ECON-UA 19 or STAT-UB 103 or SOCSC-UH 1010Q or SOCSC-AD 113Q or BUSF-SHU 101 or ECON-UA 266).

## MKTG-UB 19 Business of Publishing (2 Credits)

*Typically offered occasionally*

This course provides students with working knowledge of the publishing industry comprising newspapers, magazines, and books. It explores traditional business models and how disruptive forces including digitalization, consumer generated content, low barriers to entry, and changing media consumption patterns are reshaping the industry. By the end of the course, students understand the operations of media companies, and can speak to the opportunities and challenges facing the industry, engage in discussions on the economics, terms, and metrics, and explain emerging business models.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 20 Business of Film (2 Credits)***Typically offered occasionally*

This course is designed to provide both business and film students with a systematic overview of the modern day filmed entertainment business. The course covers the traditional "Hollywood System" operating out of Los Angeles and also examine the independent film model.. The course takes a critical look at the financing, production, marketing and distribution of filmed entertainment. Particular attention is focused on the various revenue streams inherent in the exploitation of such product both in the domestic marketplace and in the international arena. The primary objective of the course is to provide students with real life experiences, the practical realities, and a keen understanding of how things actually work in the film business. The course will hopefully provide students with a requisite background and orientation that can lead to an entry level position with a film production or distribution company, an international sales organization, or related support organizations.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 22 Movie Marketing (2 Credits)***Typically offered occasionally*

This course gives students a basic understanding of key business issues relating to producing, distributing, marketing, and exploiting feature films. The course examines key aspects of the movie business, including managing a creative enterprise, deal making, acquiring rights, building a library, branding, and all aspects of effective marketing. The concepts developed in the course are applied in a group project presentation.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 23 Technology's Impact On Entertainment & Media (2 Credits)***Typically offered occasionally*

Throughout the industry value chain, from content creation to distribution and consumption, technology has changed the way consumers view and use entertainment. Technology has also changed the advertising industry, which is a major source of revenue for the entertainment industry. This course explores the impact of technology, such as interactivity and VOD, on audience trends and fragmentation. The course provides a brief introduction to each of these industries and examines the impact that technology has had on them, including assessment of possibilities for the future.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 24 Arts Marketing (2 Credits)**

This course is designed to be a self contained introduction to marketing in the arts. It will focus primarily on live performing arts, but also include museums and galleries. The arts category is rife with change. This presents enormous challenges for artists, producers, venue managers and marketers. In addition, the practice of marketing is changing just as quickly if not more so. Strategy and tactics are at more of a premium than ever. Marketers in arts related businesses must find a way to flourish in this new world, by working smarter, faster, and with great ingenuity. COURSE OBJECTIVE : # To garner an understanding of the concepts that drive arts marketing # To explore the competitive landscape and uncover what leads to a successful arts business # To practically apply coursework towards a project of students interest and focus #

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 25 The Business of Broadway (2 Credits)***Typically offered occasionally*

This is a specialty marketing course designed to provide students with a framework for understanding the dynamics of Broadway and live theater, as an important business enterprise within the entertainment industry. The focus is on understanding the development and application of the economics, finance, structure, implementation and staging of performances, as well as the marketing strategies and tactics for gaining audience awareness and decision to purchase. The course will examine funding, marketing, branding, product positioning and the global distribution of live theatrical entertainment. The course will cover the history, venues, vocabulary, players, business and creative structures, budget development, supplementary revenue streams, successes and failures, relationship with the movie and music industries, the important figures and support systems that make the system work, global reach, and other topics. Lecture, discussions, site visits, and project work will be included.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 26 Media Masters & Tech Titans: Lessons Learned (2 Credits)**

Entertainment has a history of massive evolution in the wake of technological advancement. From the advent of broadcasting to cable to broadband, the industry has shifted massively and will continue to evolve. By studying the lessons of the media and technology leaders who have successfully navigated these changes, we can take these lessons learned into the future of media. Alphabet, Amazon, Apple, Disney, Meta, Netflix and Warner Bros. Discovery, are currently at the pinnacle of the media and technology business. They wield great influence in creating personal wealth, corporate wealth, and company value on the Nasdaq, the Dow and the S&P Indexes. These companies and their leaders are leading a massive business tsunami to dominate the media and entertainment landscape of the future. This is a specialty course and an elective within the BEMT minor, designed to provide students with an understanding of how top executives and company founders within the entertainment media and technology sectors have created, incubated, developed, implemented, and strategically positioned their firms for growth in the 21st century. The success of entertainment and media enterprises are almost always the result of creative, strategic and innovative talent who understand the management of creative concepts and products, and who understand producing corporate value. They also excel in the ability to manage creative talent. This course will help students understand what these executives have accomplished and what we can learn from their success.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 27 The Evolution and History of the Entertainment Business (1-2 Credits)**

The course is designed to provide students with a framework for understanding the entertainment, media and technology industries through the context and prism of history. Using the evolution of communication and media, students will explore how various formats, technologies and regulations have informed and shaped how we interact with entertainment and media today.

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

**MKTG-UB 28 Theme Park and Experiential Entertainment Marketing (2 Credits)***Typically offered Fall of even numbered years*

This course will take students on a thrilling ride into the global business of fun and immersive experiences. This course will provide an introduction to experiential and location-based entertainment businesses, including: - global theme parks, - location-based, travel and leisure entertainment, - immersive experiences, including concerts, festivals, and live events. This course provides an overview and framework for understanding the key marketing, economic, and strategic issues in these businesses. We will explore how experiential entertainment is created, produced, and consumed by consumers. We will also examine the unique aspects of experiential and location-based entertainment, opportunities, issues, and how these businesses are evolving. We will look at the business models and where these businesses may be heading, including the key players, current trends and new opportunities. We will look at how the trends influence both the business models and the consumer experience

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 30 A.I. and Tech Product Management in Media and Entertainment (2 Credits)**

This course introduces undergraduate students to the fundamentals of product management for technology products where media, entertainment, and AI intersect. You'll learn practical tools, techniques, and best practices that reflect real-world challenges product managers face when balancing product features, company goals, and user needs in today's digital entertainment landscape. Course Objectives In taking this class you will learn: The role and responsibilities of a product manager within media and entertainment organizations How to identify market opportunities, analyze audience segments, understand user needs, and develop creative solutions aligned with company strategy Essential product management tools and frameworks to assess and mitigate risks to product success Qualitative and quantitative methods to test ideas with users early in the development process Techniques to evaluate product concepts against business objectives Effective communication strategies to pitch your ideas to stakeholders How to build a compelling product case and simple business model Ways to define success metrics and track performance over time No prior product management experience is required. This course covers the essentials of how product managers shape technology products in media and entertainment. The concepts and skills you'll develop provide an excellent foundation for internships in product roles or further specialized study in advanced courses.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 37 Intro to Sports Betting (2 Credits)**

The course will provide students with an understanding of the critical concepts and considerations surrounding the \$76 Billion legalized sports gambling market in the United States. The class will cover all of the key topics around sports betting including the repeal of PASPA, the regulatory landscape at the state level, implications of legal & illegal sports gambling at offshore books, impact on taxes, mobile sports betting vs casino, fan data & analytics and the importance of game integrity & compliance. The class will also examine the convergence of gambling & sports media and the influence of sports betting in content creation, social media, sponsorships and the broader entertainment landscape including fantasy sports. The course will also enable students to hear directly from sports gambling industry executives, innovators, sportsbook operators and other key stakeholders from leagues, teams and sports media companies who will share their experiences working in the business and their vision for how the industry may evolve and grow in the future.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 39 Sports Management (2 Credits)**

This course provides an overview of the key components of the global sports management ecosystem. Managing the myriad moving parts that make up the sports industry requires an understanding of general management principles and their special applications to the sports industry. From technology and marketing innovations to improved delivery systems, sports and sports-related content are one of the key drivers of the changing media landscape. The course will explore the critical elements of delivering sports content to viewers in the U.S. and abroad, taking into account constituencies which include the rights holders (e.g. leagues, conferences, teams, national governing bodies) the performers or talent (e.g. players, coaches, general managers) the media the sponsors and the consumer. For each component the course will examine the strategies, history and management perspectives that have informed this massive and evolving sector of media industries.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 40 Entertainment & Media Industries (2 Credits)***Typically offered occasionally*

This course provides students with a framework for understanding the economics and key strategic issues facing organizations in the entertainment industry. It establishes a basis for the formulation of marketing tactics and strategies for firms competing for consumers' discretionary spending. Recent developments in major sectors of the entertainment industry are covered, including movies, television and cable, theatre, and sports. Issues that cut across all types of entertainment industries are examined, including licensing, promotion, and new technologies.

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

**MKTG-UB 43 Deal Making in the Entertainment Industry (2 Credits)**

This course is designed to provide students with an understanding of the deal-making and business affairs process in the entertainment space, using film and television content as the primary example for what goes into cutting a deal. The course will explore the deal process from the perspective of the different players in entertainment and media, focusing on how each player looks to maximize value. Students will learn the process of striking a deal, from its inception, to the term sheet phase, to the negotiation process and contractual agreements, through to deal implementation. The process will be evaluated in the context of the factors that play into reaching an agreement, such as exclusivity, windowing, multi-platform rights and timing. Students will learn about negotiations strategies for maximizing value in content deals, identifying common issues in the deal process and effective paths to reaching resolution and striking a deal. The course is designed to help students: --Understand the basics of the process for making a deal in the entertainment industry --Appreciate the factors that play into maximizing value through the deal process, including understanding the relative position of the players in the entertainment industry --Learn and understand negotiating strategies and how to navigate the business affairs and deal-making process

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 44 Television Management: Network, Cable/Satellite (2 Credits)**

*Typically offered occasionally*

This course covers the television industry, focusing on network television, cable, and satellite. It primarily surveys the American market and investigates new technology including digitization and HDTV, while providing some comparison with the international broadcast market. Students explore the organization, programming, and revenue strategies, as well as marketing innovations and competition in the newly configured broadcast landscape. Important legislation including the Telecommunications Act of 1996 are also examined. The recent volume of mergers and acquisitions in the broadcast industry are studied for their impact on the domestic entertainment landscape.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 45 Social Media Strategy (2 Credits)**

*Typically offered occasionally*

The course covers marketing, advertising, and communications strategies in the new media landscape where traditional media (e.g., television, print) and the online social media (i.e., Web 2.0; e.g., online social networks, user-generated content, blogs, forums) co-exist. Students are expected to have knowledge about the fundamentals of traditional advertising methods and strategies. With this background knowledge, the primary focus of the course is on understanding social media, developing social media marketing strategies, and tracking their effectiveness. This course does not look at more tactical aspects of advertising/communications such as creative, message management, and publicity.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 46 Globalization of The Entertainment Industry (2 Credits)**

*Typically offered occasionally*

Provides a framework for understanding the global expansion of media and entertainment companies. Examines the impact that the significant export growth of American leisure products and services has on the U.S economy. Analyzes the strategies of several leading entertainment and media multinational companies and the development of their entertainment businesses within the major world economic zones. International speakers, cases and readings are used in this course.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 47 Sports Marketing (2 Credits)**

*Typically offered occasionally*

Provides an overview of sports marketing as a component of a fully integrated marketing communication strategy. Studies the history and contemporary application of sports marketing as a method to achieve goals. Considers corporate as well as sporting property use of sports marketing strategies to achieve business objectives. Examines strategies that address critical business constituencies, including consumers, trade factors, employees, and the financial community. Covers sports marketing within the context of special sporting event sponsorships and professional sports teams as well as governing organizations, sports media (broadcast, print, and the Internet), licensing, hospitality, etc.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 49 Business of Producing (2 Credits)**

*Typically offered occasionally*

A specialized EMT course within the Berkley Center for Entrepreneurial Studies designed to provide students with a framework for understanding the dynamics of producing (as a business profession) a finished creative product in the entertainment and media industries, developing a business model, and generating an income stream to repay and provide investors with a profit. Educates the student in the process of feature film and long-form television production from the initial concept of the story, through script development, to completion of the project. Covers the most important steps in the production of an independent film, a studio project, a network TV or cable show, a radio program, a Broadway production, and an advertising television commercial. Explores all the elements a producer must know, understand, and eventually become skilled with through mastery of development, including script selection, finance, budgeting, timetable development, team building, talent selection, sales, contract and union negotiation, regulations, technology, and other relevant core competencies.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 51 Craft & Commerce of Cinema: Tribeca Film Fest (2 Credits)***Typically offered occasionally*

This is a specialized EMT course, designed in coordination with the Tribeca Film Festival Board, that provides students with a framework for understanding the dynamics of the global film industry including the complete film production process from crafting the idea for a script, hiring or becoming a producer, financing the project, selling it to a studio or independent production company, building a team, production elements, post-production including music acquisition, and the selling or distribution to a global marketplace. The course includes learning about distribution and exhibition, marketing and building audience awareness, research applications, international licensing, and preparation for careers in the industry. Students attend and fully participate in the panels offered during the two week period of the Tribeca Film Festival.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 54 Data-Driven Decision Making (3 Credits)***Typically offered occasionally*

With recent technological advances and developments in customer databases, firms have access to vast amounts of high-quality data which allows them to understand customer behavior, and customize business tactics to increasingly fine segments. However, much of the promise of such data-driven policies has failed to materialize because managers find it difficult to translate customer data into actionable policies. This course aims to fill this gap by providing students with the tools and techniques used in making business decisions. The emphasis of the class is on applications and interpretation of the results for use in making real life business decisions.

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

**Prerequisites:** STAT-UB 103 (or STAT-UB 3 OR SOCSC-AD 110Q OR SOCSC-AD 113Q OR BUSF-SHU 101 OR ECON-UA 20 OR ECON-UA 266 OR ECON-UA 380).

**MKTG-UB 55 Brand Strategy & Planning (3 Credits)***Typically offered occasionally*

This marketing elective focuses on the three major activities common to the marketing planning process across firms and industries: (1) analysis of market information, (2) development of brand and marketing strategy, and (3) programming of the strategy and implementation of the marketing programs. The unifying framework for these activities is the annual marketing plan. Thus, the course simulates the product/brand/marketing manager's job through the development and implementation of a marketing plan for a particular good or service.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 56 Digital Business Strategy (2 Credits)***Typically offered occasionally*

This course covers the digital technology industry (e.g. consumer electronics, software) from a strategic and marketing perspective. The objectives are to understand how these industries function, the unique challenges they face, and how digital technology companies can leverage their strengths to achieve success in the marketplace. The focus is on understanding the interactions between competition, technology evolution, and firm capabilities.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 57 Digital Marketing (3 Credits)***Typically offered occasionally*

This course focuses on enabling students to analyze and develop sophisticated interactive marketing programs. The primary objectives of this course are to introduce students to digital advertising and marketing theories, best practices in digital marketing, and to give students the opportunity to apply this knowledge to building or improving the marketer's use of digital media. The course is designed to be a practical mix of strategic and tactical practice.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 58 Business of Video Games (2 Credits)***Typically offered occasionally*

Video games are now a mainstream form of entertainment. In economic terms, this industry has experienced tremendous growth, despite a grueling recession, growing to an estimated \$60 billion worldwide. A key development that has changed the playing field for both the producers and consumers of interactive entertainment is a shift away from physical retail to digital and online game distribution. The audience for games has also shifted—no longer the exclusive practice of hardcore gamers, video games have gained mass appeal in the form of social and casual gaming, on the internet, on consoles, and smartphones. At the same time, the development and publishing of games has become far more accessible. The game behind the game, in a manner of speaking, has changed. In this class, we explore the basic components of the current video game industry. Every week, we review major current events, will hear from people currently working in the industry, examine case studies, and discuss the overall business landscape. Central to each class is the notion that practical business considerations and the design-driven creative process do not have to be in opposition.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 64 Global Marketing Strategy (3 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.

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

**MKTG-UB 80 Leisure Marketing (2 Credits)***Typically offered occasionally*

This is a specialty marketing course designed to provide students with a framework for understanding the dynamics of marketing several leading sectors within the leisure industry. The focus is on understanding the development and application of marketing strategies and tactics for leisure companies competing for a share of the consumers discretionary spending. Key marketing concepts such as segmentation, branding, life-time value, and CRM are examined in the context of leisure industries. The course will also cover recent activities including mergers, acquisitions in those key sectors of the leisure industry: casinos, cruise ships, theme parks, eco-tourism, themed restaurants, resorts, leisure hotels, time shares. The course will explore marketing techniques that apply across the leisure companies, including licensing, sponsorships, line extensions and promotion. Discussion of evolution, and current status in these sectors through lectures, case studies, text and article readings and project work will be included.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 84 Luxury Marketing (3 Credits)***Typically offered occasionally*

This course is designed to provide students with an understanding of the fundamentals of luxury. When was the concept of luxury first articulated and what did it mean within its various manifestations? How did the products, consumer tastes, material exchanges, and producer strategies evolve through time? What is the state of the luxury industry today and what is at its core? Additionally, students will be introduced to principles of luxury branding, design thinking and how these are used as tools to define luxury business strategies. According to a common dictum, a luxury brand is a bridge between the past and the future. By the end of this course students will have developed: a. An understanding of the luxury segment of the market as it applies to a variety of industries b. The necessary vocabulary to articulate the nuances that differentiate these products and the ability to do so with clarity and precision in terms of technique, design, and materials c. The critical skills to identify potential new luxury products and how they relate to a variety of markets, including emerging markets. d. Analytical skills by hands-on experience and business case analysis, discussion, and presentation e. The critical skills to distinguish/discover faults in business strategies that are not compatible with or contradict the essence of a particular luxury brand.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 88 Retail Strategy (2 Credits)***Typically offered occasionally*

This course is designed to provide students with an understanding of the forces that shape the retail industry. What are the demographic, economic, competitive and technological developments that are transforming the marketplace? How do these parameters impact consumer behavior? Consequently, how do they impact the effectiveness of retailers' business models? Retailing is totally reconfigured by new entrants and the use of technology. What defines success for these new entrants and what are their long-term prospects? What defined failure for retailers that once dominated the marketplace? By the end of this course students will have developed: a. An understanding of frameworks used to analyze retailers' positioning b. Tools to evaluate retail concepts and their performance c. An understanding of retail operations and strategy d. An introduction to tools used by equity analysts when valuing/investing in different companies.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 89 Retail Management & Merchandising (2 Credits)***Typically offered occasionally*

In retail today there are new opportunities and failures at every turn. One cornerstone to retail and B2C e-comm. success is having a strong Merchandising team. This team of Buyers and Merchandise Planners must be able to identify changes in marketplace trends and their customers' tastes. They must know the magic price for a given product or services, which locations and web sites will sell it best, understand when to make it available to the consumer and buy the right quantity. This course is directed primarily to those students whose career goals are in brick and mortar retail and/or e-tail. It is focused on acquainting students with tools used by Buyers and Planners to address the issues mentioned above. Students will develop an understanding of their role, responsibilities and interactions in a retail organization and gain a familiarity with the concepts and skills needed to succeed in entry level buying/planning positions and those a level or two higher. Particular focus is placed on fashion merchandising, its supply chain and on interpreting retail reports to identify opportunities and issues and determine actions.

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** No**MKTG-UB 94 Ind Study in Marketing (1 Credit)***Typically offered occasionally*

Independent study provides an opportunity for a select group of upperclassmen each year to work one-on-one with a faculty member on a topic selected by the student and approved by the supervising faculty member. Each student is expected to spend as much time on the independent study as would be spent on a regular course, and the topic selected may not replicate an existing course. An information sheet with important guidelines about Independent Study is available at [stern.nyu.edu/portal-partners/current-students/undergraduate/resources-policies/forms](http://stern.nyu.edu/portal-partners/current-students/undergraduate/resources-policies/forms).

**Grading:** Ugrd Stern Graded**Repeatable for additional credit:** Yes**MKTG-UB 9001 Intro to Marketing (4 Credits)**

This course evaluates marketing as a system for the satisfaction of human wants and a catalyst of business activity. It presents a comprehensive framework that includes a) researching and analyzing customers, company, competition, and the marketing environment, b) identifying and targeting attractive segments with strategic positioning, and c) making product, pricing, communication, and distribution decisions. Cases and examples are utilized to develop problem-solving abilities.

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

**MKTG-UB 9020 Business of Film (2 Credits)**

This course is designed to provide both business and film students with a systematic overview of the modern day filmed entertainment business. The course covers the traditional "Hollywood System" operating out of Los Angeles and also examine the independent film model.. The course takes a critical look at the financing, production, marketing and distribution of filmed entertainment. Particular attention is focused on the various revenue streams inherent in the exploitation of such product both in the domestic marketplace and in the international arena. The primary objective of the course is to provide students with real life experiences, the practical realities, and a keen understanding of how things actually work in the film business. The course will hopefully provide students with a requisite background and orientation that can lead to an entry level position with a film production or distribution company, an international sales organization, or related support organizations.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 9022 Movie Marketing (2 Credits)**

This course gives students a basic understanding of key business issues relating to producing, distributing, marketing, and exploiting feature films. The course examines key aspects of the movie business, including managing a creative enterprise, deal making, acquiring rights, building a library, branding, and all aspects of effective marketing. The concepts developed in the course are applied in a group project presentation.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 9040 Entertainment & Media Industries (2 Credits)**

This course provides students with a framework for understanding the economics and key strategic issues facing organizations in the entertainment industry. It establishes a basis for the formulation of marketing tactics and strategies for firms competing for consumers' discretionary spending. Recent developments in major sectors of the entertainment industry are covered, including movies, television and cable, theatre, and sports. Issues that cut across all types of entertainment industries are examined, including licensing, promotion, and new technologies.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 9045 Social Media Strategy (2 Credits)**

This course will introduce students to social media marketing. Through case studies, interactive sessions, and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. We will study how to develop a strategy for a product or service in social media, how to execute that strategy and how to assess the results. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media plan. The course also has a practical component, for which students work in small groups and individually.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 9049 Business of Producing (2 Credits)**

*Typically offered Summer term*

A specialized EMT course within the Berkley Center for Entrepreneurial Studies designed to provide students with a framework for understanding the dynamics of producing (as a business profession) a finished creative product in the entertainment and media industries, developing a business model, and generating an income stream to repay and provide investors with a profit. Educates the student in the process of feature film and long-form television production from the initial concept of the story, through script development, to completion of the project. Covers the most important steps in the production of an independent film, a studio project, a network TV or cable show, a radio program, a Broadway production, and an advertising television commercial. Explores all the elements a producer must know, understand, and eventually become skilled with through mastery of development, including script selection, finance, budgeting, timetable development, team building, talent selection, sales, contract and union negotiation, regulations, technology, and other relevant core competencies.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No

**MKTG-UB 9056 Digital Business Strategy (2 Credits)**

This course covers the digital technology industry (e.g. consumer electronics, software) from a strategic and marketing perspective. The objectives are to understand how these industries function, the unique challenges they face, and how digital technology companies can leverage their strengths to achieve success in the marketplace. The focus is on understanding the interactions between competition, technology evolution, and firm capabilities.

**Grading:** Ugrd Stern Graded

**Repeatable for additional credit:** No