

ORGANIZATIONAL LEARNING SOLUTIONS TRAINING (OLST1-CE)

OLST1-CE 1000 Custom Career Edge: Marketing (2.5 Credits)

This program provides a solid foundation for integrated marketing. Learn about the latest marketing trends, the profession, and how to deliver the most effective marketing mix. Participate in an overview of the marketing profession and develop a marketing strategy plan.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1001 Custom Career Edge: Wealth Management (2.5 Credits)

Wealth management encompasses the management of a client's investments–from studying their assets to planning and looking after those investments. In addition, it covers personal investment strategies. This program explores the investment strategies and techniques used by investment managers in the area of stocks. Participate in an overview of the investment manager role and stock trading case study.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1002 Custom Career Edge: Public Relations (2.5 Credits)

Public relations and corporate communication are critically important skills in today's rapidly evolving media environment. Professionals can build effective campaigns, powerful messaging, and impactful media across domestic and international markets with vital public relations strategies. In this course, students will develop a deeper skillset for developing PR foundational and contemporary communication practices for connecting with key audiences and stakeholders. Acquire the in-demand skills for writing persuasively, framing content across cultures, and creating meaningful messaging. You will emerge with a deeper understanding of how the communications process shapes our lives. Through interactive exercises, real-world case studies, and group simulation activities, participants will engage in lively class discussions and directly apply communication concepts and strategies to captivate audiences and shape reputations in powerful ways. Participate in an overview of the PR profession, which culminates in developing a public relations campaign that integrates the communicative strategies for practical and impactful messaging in the field.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1003 Diversity of the Luxury Consumer in the US (2.5 Credits)

This course will review the characteristics of the US consumer across the twelve sectors of the luxury market. The class offers 24 hours of in-classroom instruction and ten additional hours of course-related company visits and online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1004 Luxury Storytelling and Trend Forecasting (2 Credits)

This course will cover content trends and online storytelling for luxury brands and review the tools used to predict future trends. The class offers 24 hours of in-classroom instruction and 10 additional hours of course-related company visits and online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1101 Introduction to Luxury Digital Marketing and Strategy (3 Credits)

This course provides an introduction to the Luxury Digital Marketing and Strategy certificate. The course offers 24 hours of instruction and ten additional hours of online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1105 E-Marketing and Online Advertising (2 Credits)

This course will cover e-marketing and online advertising in the luxury space. The class offers 24 hours of in-classroom instruction and 10 additional hours of course-related company visits and online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1106 E-Commerce and Retail for Luxury Brands (2 Credits)

This course will cover e-commerce and retail for luxury brands. The class offers 24 hours of in-classroom instruction and 10 additional hours of course-related company visits and online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1107 The New Codes of Luxury in Web3 and the Metaverse (2 Credits)

This course will cover web3 tools and the metaverse for luxury marketing. The class offers 24 hours of in-classroom instruction and 10 additional hours of course-related company visits and online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1108 Luxury Digital Marketing and Strategy Course Related Company Visits (3 Credits)

This course offers experiential learning related to the content covered in the Luxury Digital Marketing and Strategy certificate. The course provides ten additional hours of online materials.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1109 Luxury Digital Marketing and Strategy Capstone Project (3 Credits)

During this course, students will complete a two-week capstone project on an American brand's luxury digital marketing strategies. The course offers 43.2 hours of instruction.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 1110 Luxury Digital Marketing and Strategy Case Study (3 Credits)

During this course, students will complete a two-week program case study.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

OLST1-CE 9612 Introduction to Global Business Leadership (2 Credits)

This professional English language and cultural training program gives college students and business professionals the skills necessary to succeed in today's global business environment. The focus is on business communication, with particular attention paid to word choice, presentation and interviewing skills, and cultural considerations in the global economy. As a student enrolled in this program, benefit from the insight of distinguished lecturers from NYU School of Professional Studies programs in the following areas: marketing and public relations; finance, leadership, and human capital management; and entrepreneurship. The program is challenging, interactive, fun and practical. Gain confidence and leadership skills while improving your communication skills in professional English.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes