

# PROFESSIONAL ADVANTAGE (PRAD1-CE)

## PRAD1-CE 1000 Jump-Start a Career in Sports Media (0 Credits)

Even with seismic changes occurring almost on a daily basis within sports media, sports' unique market power and the public's constant infatuation with live sports have added to its significance in our society. Gain an introduction to the exciting and rewarding career opportunities within sports media that go well beyond traditional television and print media. Entry-level and internship opportunities are found in communications, programming, public relations, sales, print and online journalism, sports content research, fantasy sports, distribution, digital media, production operations, and production assisting. Advanced career options can be found in positions that pertain to research and content analysis for programming, operations, global digital strategy, acquisitions, production, and distribution. Examine how sports content operates amidst multiple media platforms. Study the current dominant cable television structure, and analyze competing consumer behaviors, such as "cord cutters" and "cable never getters," as well as mobile, streaming, social media, and apps. Receive an introduction to the nature of broadcast licensing rights, regional sports networks, 24/7 sports networks, and sport-specific networks. Examine sports news/journalistic media through in-class examples and notable guest lecturers, discussing in great detail its evolution and significance to the business of sports. Through on-site visits and regular engagement with highly accomplished sports media professionals, you have an extraordinary opportunity to obtain an all-encompassing learning experience that transcends the classroom. Develop the basic vocabulary pertaining to the fundamental concepts in sports media, gain a deeper understanding of why exorbitant values are attached to sports media properties, and learn how technology has dramatically altered the business.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PRAD1-CE 1005 Powering Our Future: Foundations of Energy for Professionals (0 Credits)

The energy sector has become a major driver in the global economy. Further growth is inevitable, as developing economies struggle to reach parity with the developed world, magnifying the demand for energy. The need for innovations in traditional energy sources, along with advances in renewable technologies, will be necessary to ensure a future that provides the adequate amount of energy for a growing population while balancing the challenges of climate change. Those interested in working in the sector, whether in financing, development, policy, or markets, must understand this changing landscape and its potential outcomes in the next decades. Examine areas such as energy policy, the geopolitics of energy and power generation, and energy economics, while strengthening critical skills necessary for working and leading in the sector—risk analysis, project financing and modeling, futures, and data interpretation and analysis—in this immersive program led by industry experts.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## PRAD1-CE 1010 Project Management: The Skill Sets and Knowledge Base to Get Things Done Across Industries (0 Credits)

The Project Management Institute (PMI), a national professional organization for project managers, estimates that there will be 15.7 million new project management jobs globally by 2020. At some point in your career, you are either going to be on a project team or you will be managing a project. Responsibilities for more experienced project managers include organizing, directing, and implementing all project activities; providing weekly and monthly reports; conducting meetings; communicating with stakeholders throughout an organization; and managing project resources. The course provides a blueprint for understanding and applying a structured approach to the planning, execution, and control of projects across industries and business functions, and in the global marketplace. Gain an introduction to the tools, techniques, templates, and technologies that are used by working professionals to successfully manage critical initiatives. Topics are augmented with in-class activities, guest lectures, and simulations that provide hands-on experience and a working knowledge of project management. At the end of this two-week session, you will be able to initiate a project, develop a schedule, create a budget, identify resources, define deliverables, and develop a work plan using tools such as MS Project. A networking event allows you to meet, learn from, and stay connected with your peers and industry professionals.

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**Repeatable for additional credit:** Yes

## PRAD1-CE 1015 Big Data (Data Analytics and Visualization) (0 Credits)

The number of big data job postings has increased by over 50 percent annually over the last several years. This explosive job growth is taking place not only in the United States, but globally. An entry-level data analyst assists on projects to better utilize data to make smarter business decisions. With more experience, data and business specialists engage in a variety of activities that are critical to an institution's success. They create back-end data management tools, develop front-end visualization tools that convey data in a clear and meaningful way, and use measurement tools to produce actionable insights that facilitate data-driven decision-making by C-suite executives. Learn to organize, analyze, and visualize large data sets by formulating and asking key questions. Gain the ability to discover meaningful patterns in the data by using techniques such as regression and other statistical prediction methods. Discussion topics are augmented with in-class activities and site visits to institutions, such as Gilt.com, About.com, and the American Museum of Natural History, to gain hands-on experience and working knowledge. Explore applications in public health and epidemiology, finance, biology and natural sciences, marketing and advertising, and other industries. Examine how visual communication links big data and storytelling, and learn how to apply data to decision making and creative problem solving, to collect and filter large data sets, to provide a clear representation of data using visualization techniques, and to apply analytics and data visualization to the needs of a specific industry. A networking event allows you to meet, learn from, and stay connected with your peers and industry professionals.

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**Repeatable for additional credit:** Yes

**PRAD1-CE 1020 Entering the Real Estate Industry Through Residential Property Management (0 Credits)**

The rapidly expanding field of residential property management offers exciting entry-level and sustainable career opportunities for undergraduate students with little-to-no business experience. As the person responsible for maximizing the value of an investment property, the property manager's role is multidisciplinary and wide-ranging, from financial planning, budgeting, and reporting to marketing, negotiating, leasing, and maintaining the real estate investment. The property management sector is an excellent place to start a real estate career. It offers many entry-level, salaried positions that have opportunities for growth. Available entry-level positions include assistant project manager, management office staff, rental assistant, and general assistant of maintenance and purchasing. Growth positions include property manager, asset manager, and leasing and marketing specialist. This immersive course introduces you to real estate investment concepts and property management principles. Learn how to market properties; negotiate and execute leases; manage staff and handle human resource issues; manage day-to-day operations of the property, including maintenance and other service contracts; deal with risk management and insurance concerns; and enhance the value and financial performance of the real property asset. This two-week program includes guest lectures by industry professionals, hands-on projects, and site visits to New York City multifamily properties. Gain a comprehensive understanding of the main roles and responsibilities of the property manager, including how to position a property to maximize its investment return and profit, how to optimize tenant relations and retention, and how to maintain property-building systems and extend their economic life.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PRAD1-CE 1025 What It Takes: The Skills Required to Become a Digital Marketing Professional (0 Credits)**

Careers in digital marketing are expanding. They include managing the digital marketing process for companies and specializing in key areas including social media, website design, user experience, and mobile marketing. This digital marketing course focuses on two core areas: learning the fundamentals and tools of digital marketing and developing a professional online profile that enables you to effectively prepare for a job search and a career in digital marketing. Gain exposure to marketing paradigms that have shaped—and will continue to shape—digital best practices. Develop a personal blog and an online professional profile using current social media platforms, and participate in interactive class exercises utilizing contemporary digital techniques. Explore careers in digital marketing and strategies used by brands and individuals in the digital space to advance their goals, providing you with a solid grounding in this exploding field. Create a digital version of your resume that can be accessed by future employers and recruiters and a personal blog that reflects your ideas, thoughts, and commentary on the digital industry. Gain a clear understanding of the relative importance of digital media and communication in overall marketing management, so you are able to demonstrate how an integrated digital marketing and media campaign is conceived, executed, measured, and optimized.

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**Repeatable for additional credit:** Yes

**PRAD1-CE 1030 Digital Journalism: Essential Skills for Multimedia Reporting (0 Credits)**

Breaking news is no longer confined to print newspapers or broadcast television. Web-only publications like BuzzFeed, The Intercept, and ProPublica are now at the forefront of groundbreaking journalism. Develop the digital skills you need to launch your career in journalism as it's practiced today, and prepare yourself for a job in this dynamic and rapidly changing industry. Gain the skills needed to enter the field and to secure the most in-demand jobs—reporter, digital producer, video journalist, and social media manager—and lay the foundation for a career as a multimedia journalist. Receive hands-on digital media training to develop essential skills in capturing and editing audio, video, and still photography. Then, put your skills to the test in writing and producing digital stories about NYU's historic neighborhood—the West Village. Working in small groups, hit the pavement to report stories by shooting and editing digital videos and learning to use social media to track developing stories in real time. Gain experience in working under the tight deadlines demanded by the online, 24/7 news cycle, and experience the energy and collaboration of digital journalism. Learn the basic structure of journalistic writing and producing for all platforms, including multimedia sites, still photography, and digital videos. At the end of the two weeks, have your professional journalism resume and newly developed multimedia portfolio of articles, photographs, and videos evaluated by journalists from news organizations like NPR, The New York Times, and BuzzFeed. Put your training and expertise to use in pitching stories to these visiting journalists for the opportunity to land your first freelance assignment.

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**PRAD1-CE 1035 Scriptwriting for Big and Small Screens: Movies, TV, and the Web (0 Credits)**

The demand for visual storytelling is at an all-time high now that cable television and streaming sites like Netflix and Amazon Prime are joining Hollywood in producing critically acclaimed and groundbreaking series and films. Streaming shows (*Transparent* and *Orange Is the New Black*), cable series (*Breaking Bad*) and *Game of Thrones*, and indie films (*Boyhood* and *Snowpiercer*) have changed the landscape of the entertainment industry. Whether you aspire to write a film, join an existing television or streaming series as a contributing writer, work as an assistant producer on a series or behind the scenes as an agency reader, the entertainment industry offers a variety of exciting and rewarding career paths. Immerse yourself in the basics of writing for the screen—whether film, television, or web. Learn the fundamentals of dramatic writing, including script structure and narrative arc, through interactive lectures and discussions. During your first week in class, start writing and developing short pitches for each medium (film, TV, and the web). Then, spend another week focusing on your strongest pitch and begin work on a script—either the first act of a feature-length screenplay, a complete half-hour comedy, first half of an hour drama, or several episodes of a web series. During the class you’ll learn about the business side of the industry from experts. Get advice on selling your work, acquiring agency representation, entering contests, and producing your work. By the end of the course, have approximately 30 pages of your script completed, which will serve as the foundation for a professional writing sample. The course culminates with the opportunity to share your projects to industry professionals for immediate feedback, a unique, real-world opportunity to effectively and persuasively pitch your ideas.

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**Repeatable for additional credit:** Yes

**PRAD1-CE 1040 Healthcare: Understanding the Industry and Capitalizing on Career Opportunities (0 Credits)**

Healthcare/health services administrators and managers direct the operation of hospitals; ambulatory care (outpatient) departments such as physician group practices, outpatient clinics, and urgent/surgic centers; and other types of organizations and facilities that provide healthcare. Gain an overview of the healthcare industry in the U.S.; the history of nonclinical managers in healthcare; healthcare delivery systems; healthcare finance (reimbursement and operations issues); competencies for healthcare managers; strategies to overcome perceived fears about entry into a healthcare management career; communication skills for managers; ethics, roles and responsibilities of managers; healthcare policies/regulations; areas of employment; position titles in healthcare; and career planning. Site visits and guest lectures provide an enhanced learning experience. Mock interviews are conducted to provide you with effective interviewing skills, and human resource panels will offer information on industry hiring trends. Upon completion, you will have gained knowledge about the healthcare industry, present industry trends in service delivery, and changes in the healthcare workforce. You will have built a portfolio that includes a resume, a sample cover letter, post-interview thank you letters, a post-interview review sheet, a self-assessment guide, lists of industry contacts and position titles in healthcare management, and a list of professional organizations for networking purposes.

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**PRAD1-CE 1045 Events and Entertainment Management: Preparing for Success in Growing Fields (0 Credits)**

Events professionals are employed in every industry, from accounting to entertainment and fashion to technology. The industry represents over 1.78 million jobs, and the U.S. Bureau of Labor Statistics projects a 33 percent growth rate for meeting, conference, and event planner jobs over the next eight years. Multinational corporate organizations, international and regional trade associations, destination managers, convention centers, hotels and restaurants, and independent experiential marketing firms all require knowledgeable meetings and event specialists. Gain an understanding of the role of events in meeting the objectives of corporations, celebrity brands, product launches, customer retention, donor development, association development, place branding, and government entities. Topics include general event planning, operations, and evaluation of venues from hotels to conference centers and restaurants to unique and historic venues. Define objectives for a chosen organization and design and plan an appropriate event in New York City, sourcing vendors and venues and developing storyboards and scripts to demonstrate the execution of the event. Tentative site visits include the New York Marriott Marquis, Convene Conference Center, the Rainbow Room, Hammerstein Ballroom, the Nat Sherman Townhouse, and the Jacob Javits Center.

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