

Digital Marketing



The Internet and advances in digitization and social networking are transforming how companies and governments interact with customers and partners. Virtually every company in every industry is committed to establishing a “digital presence” that enables it to interact with customers and suppliers in new ways. As a result, today’s marketing managers need a deep understanding of how digital tools can be used to develop insights about customers and competitors and make key decisions about price, communications, channels, and products. This specialization provides students with the strategic and analytical skills to obtain positions in organizations that are using digital marketing tools and to add value to those organizations. The companies include the “suppliers” of these new digital tools (e.g., Google, Facebook), consulting firms and advertising agencies, and traditional companies that are routinely using these tools to aid in making everyday decisions.

Track Champions

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Important note: Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the Undergraduate Bulletin (www.stern.nyu.edu/bulletin) and for College of Arts and Science courses (<http://cas.nyu.edu/page/majorminors>).

Prerequisites

- Stern Business Tools: [Microeconomics (ECON-UB 1), Statistics for Business Control & Regression/Forecasting Models (STAT-UB 103 or STAT-UB 1 & STAT-UB 3), Principles of Financial Accounting (ACCT-UB 1)]

Essentials

- Information Technology in Business and Society (INFO-UB 1)
- Social & Digital Media Analytics (INFO-UB 38)
- Networks, Crowds, and Markets (INFO-UB 60)
- Introduction to Marketing (MKTG-UB 1)

Advanced Electives

Three courses from the following list:

- Design and Development of Web and Mobile Applications (INFO-UB 22)
- Data Mining for Business Analytics (INFO-UB 57)
- Data Driven Decision Making (MKTG-UB 54)
- Digital Business Strategies (MKTG-UB 56)
- Brand Strategy (MKTG-UB 55)
- Decision Models and Analytics (MULT-UB 7)