Digital Marketing

The Internet and advances in digitization are transforming how companies and governments interact with customers and partners. Digital commerce is at once a powerful enabler and disruptor of business models, where organizations must understand the complexities and nuances of the digital world to create value. Industry seems to be demanding that students have a strategic and analytical understanding of how organizations must navigate in the digital world that is overflowing with data on customers, products, and interactions. 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. Digital marketing deals with the interface that an organization presents its customers at the front end coupled with intelligent analytics that help it to sense trends and needs and react rapidly to them. There is growing evidence that a strong digital presence translates into significant business value. There is currently vigorous hiring in this area and job opportunities are growing (e.g., Google and Facebook), with an estimated 2 million jobs for "data savvy" managers that will be created in the next decade.

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).

Track Champion

Vasant Dhar
vdhar@stern.nyu.edu
KMC 8-97

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: Spreadsheets and Analytics (MULT-UB 7)