



**Y36.3905.002**

**ADVANCED SEMINAR FOR EMERGING TOPICS  
IN GRAPHIC COMMUNICATIONS**

**Topic: Global Positioning in Marketing**  
**June 15<sup>th</sup> –July 7th MTWR 6:30pm-9:00pm**

**3 Credits**

**GLOBAL POSITIONING IN MARKETING**

A click on a GPS will not give you a shortcut to the perfect marketing strategy; perhaps that is still a semester or two away. However, the words *global* and *positioning* taken separately are two of the most important words in marketing strategy.

With **global**, we will examine whether this is an option or something essential, and investigate the many challenges and benefits of global marketing. For reference we will explore companies in the graphic communications industry and put them to the global test.

The **positioning** theory was born in the early seventies, but some believe it is more relevant today and even trumps terms like branding when seeking the essence of marketing success. We will do a deep dive into the basics of positioning: competitive analysis and product self analysis.

In an effort to discover the secrets of marketing success through positioning, we will have team projects, prepared and presented in class, which will put theory into practice.

**Y36.3900**

**INDEPENDENT STUDY IN GRAPHIC  
COMMUNICATIONS**

**May 18<sup>th</sup>-August 4<sup>th</sup> By appointment**

**1 – 4 Credits**

Independent Study requires a minimum of 45 hours of work per credit. Independent Study provides the opportunity for specialized and individualized activities that augment a student's program of study. Students may choose to do academic research or may choose to do an internship.

Internships require a minimum of 45 hours of work per credit. Students will seek internship opportunities in the dynamic field of graphic communications, which will provide the opportunity for specialized and individualized activities that augment a student's program of study. The independent study experience may provide domestic as well as international openings for students.

## **Capstone (required)**

### **Y36.1900 CULMINATING EXPERIENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY PROJECT (THESIS) (BY ADVISEMENT)**

**May 18<sup>th</sup>-August 4<sup>th</sup> By Appointment**

The Culminating Experience project provides an opportunity for students to apply their knowledge and skills (gained in the program and through work experience) under faculty guidance and within an approved framework. The culminating experience project is the final advanced project of the master's degree program, which allows intensive exploration of an area within graphic communications.

**Master of Arts Program**  
**Graphic Communications Management and Technology**  
**Course Descriptions**

**Fall 2009 Course Offerings to-date**

**Core Courses (Required)**

**Y36.1000                    GRAPHIC COMMUNICATIONS MANAGEMENT**

**Monday, 6:30pm-9:00pm**

**3 Credits**

An intensive study of effective management theories and practice in graphic communications media. This course emphasizes the accomplishments, results and areas of concern that managers confront. Topics include: organizational theory; leadership evaluation; development; and planning. The principles of effective management and marketing strategies are also applied to actual problems in the operation of business enterprises specific to the graphic communications media industry. Case studies will be utilized in this course.

**Y36.1035                    FINANCIAL MANAGEMENT: PLANNING AND  
ANALYSIS IN GRAPHIC COMMUNICATIONS  
(NEW)**

**Tuesday, 6:30pm-9:00pm**

**3 Credits**

Examines strategic financial concepts, methods and analysis for use by innovative strategic managers and leaders in graphic communications. Topics include theory, tools, and applications specific to this dynamic industry. An overall understanding of successful financial models in graphic communications companies will be examined to provide financial vision for the future. Case studies will be utilized in this course.

**Y36.1010                    GRAPHIC COMMUNICATIONS PROFESSIONAL  
SEMINAR: EXECUTIVE LEADERSHIP**

**Thursdays, 6:30pm-9pm**

**3 Credits**

Executive leadership in the graphic communications industry will be studied. Topics include: theories of executive leadership; strategic decision models; visionary and inspirational models; and the role of leadership in building culture. Case studies specific to the graphic communications industry will be analyzed.

**Y36.1030                    GRAPHIC COMMUNICATIONS TECHNOLOGIES**

**Tuesday, 6:30pm-9pm – 001 section**

**Wednesday, 6:30pm-9pm – 002 section**

**3 Credits**

Provides a managerial overview of the impact of technologies on graphic communications. Significant technological advances are covered through lectures, discussion and demonstration of systems, guest speakers, and selected readings. Topics include: history of current technologies, advances in technologies including variable-data and on-demand printing; internet image processing; color; scanners and image processing; paper and substrates; inks; virtual and hard proofing; press production; and emerging forms of integrated media.

**Y36.1040                    MANAGING THE MEDIA MIX IN GRAPHIC  
COMMUNICATIONS**

**Friday, 6:30pm-9:00pm**

**3 Credits**

Prepares students to learn how to navigate today's complex media choices and formulate an integrated approach. What are today's media choices? How do you select the best media for each situation? How is media interdependent? How do you allocate dollars? What are the market trends? How is the role of print changing? There are two givens: no two companies should have the same media mix and no one company should use the same media plan two years in a row. The current media landscape is very complex. There are more media choices than ever, and plans have to remain fluid to take advantage of opportunities.

This course explains all forms of media and their pros and cons. It shows how media determinations should utilize demographic, geographic and psychographic profiles. It explores and reviews current media choices of advertisers, large and small. New and traditional media pairings are explored as well as the methods of driving media from one to another. This course provides the necessary dashboard for today's media decision makers.

## **Electives by Area of Study**

### **Management Practices**

#### **Y36.3050                   GRAPHIC COMMUNICATIONS: DESIGN AND PERSUASION**

**Tuesday, 6:30pm-9:00pm**

**3 Credits**

Teaches students the marketing principles, procedures and processes involved in graphic communications. Topics include: image communication, principles of design and persuasion, use of light and color, typography and layout, photography and digital imaging, workflow and the preparation of data for production in various forms of integrated media.

#### **Y36.3035                   THE BUYING AND SELLING OF GRAPHIC COMMUNICATIONS**

**Monday, 5:30pm-8:00pm**

**3 Credits**

Students will focus on the purchasing and sales relationships in graphic communications media. The course centers on such buying topics as training and compensation, the place of quality, service and cost, the team concept of buyer and seller, how to select a vendor and the buyer's open-door policy. The sales focus is on the selling of print and digital media. The relationship between the salesperson and the buyer will be discussed, as well as methods and procedures to create sales success for both vendors and clients. Students will learn strategies to improve presentations in both buying and selling.

### **Cross-Media Technology**

#### **Y36.3210                   MANAGING ELECTRONIC PUBLISHING, WEB AND MULTIMEDIA APPLICATIONS IN GRAPHIC COMMUNICATIONS MEDIA I**

**Saturday, 10:30am-1:00pm**

**3 Credits**

Shows students how to manage these applications and understand their full capabilities in print, web and multimedia. Innovative managers and leaders will analyze how these applications interact and create highly effective decisions in planning, utilizing and integrating media. Close collaboration with leaders in this field offers students opportunities to learn the vision and techniques to best utilize expanding technologies.

**Y36.3215                    MANAGING ELECTRONIC PUBLISHING, WEB  
AND MULTIMEDIA APPLICATIONS IN  
GRAPHIC COMMUNICATIONS MEDIA II**

**Saturday, 1:30pm-4pm**

**Wednesday, 6:30pm-9:00pm**

**3 Credits**

Reviews advanced managerial applications and understanding of these applications in print, web and multimedia. Leaders in the industry provide students with advanced knowledge in these applications. There will be more emphasis on the management of advanced technical knowledge and how to communicate integrated media.

**Y36.3235                    GRAPHIC PRESENTATION MEDIA: BUILDING A  
BRAND**

**Thursday, 6:30pm-9:00pm**

**3 Credits**

Various multimedia software presentation packaging will be applied to building a brand and communicating compelling visual identity for various organizations. Special attention will be given to creating consistent branding and visual identity in all forms of graphic presentation media.

**Additional Electives**

**Y36.3905                    ADVANCED SEMINAR FOR EMERGING TOPICS  
IN GRAPHIC COMMUNICATIONS**

**(Advanced Topics to be announced)**

**Tuesday, 6:30pm-9:00pm**

**3 Credits**



**Capstone (required)**

**Y36.1905 RESEARCH METHODS IN GRAPHIC COMMUNICATIONS (NEW)**

**(Prerequisite to the Capstone Project)**

**Saturday, 9:30am-12 noon**

**3 Credits**

Learn research methods and applications specific to graphic communications and integrated media, to prepare for the Capstone Project (Culminating Experience), graduate coursework and industry research opportunities.

**Y36.1900 CULMINATING EXPERIENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY PROJECT (THESIS) (BY ADVISEMENT)**

**Friday, 6:30pm-9:00pm**

**(Thesis, 1-3 Credits)**

The Culminating Experience project provides an opportunity for students to apply their knowledge and skills (gained in the program and through work experience) under faculty guidance and within an approved framework. The culminating experience project is the final advanced project of the master's degree program, which allows intensive exploration of an area within graphic communications media.

**Master of Arts Program**  
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**Winter Session 2010**

**January 4<sup>th</sup>-16<sup>th</sup> Registration will take place in the Fall. Reduced costs during Winter Session.**

Review: [www.scps.nyu/winter](http://www.scps.nyu/winter) for special tuition/refund policies for winter term.

**Electives:**

**Y36.3905**

**ADVANCED SEMINAR FOR EMERGING TOPICS  
IN GRAPHIC COMMUNICATIONS: GLOBAL  
POSITIONING IN MARKETING**

**MTWR 6pm-9pm plus Saturdays 10am-4pm**

**3 Credits**

This seminar will enhance curriculum by identification, analysis and application of advanced emerging topics pertinent to this degree. The specific titles and content of each seminar will change to reflect the emerging topic's areas of interest which can only be determined at the time of offering.

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