Ed Salvato

edward.salvato@austin.utexas.edu

917-846-7177

The primary objective of Marketing 337 at UTNY is to introduce you to the basic concepts, practices and tools of marketing. At UTNY we emphasize contemporary issues relating to marketing including arts and entertainment, travel and hospitality, technology, and financial services, as well as major marketing firms and agencies. It’s equally suitable for those who wish to pursue marketing as for those in other fields. The fundamental concepts of marketing we cover in class resonate all around us. To understand marketing is to understand how our so many contemporary systems work from ads you see on Instagram to your Starbucks loyalty card to predictive streaming video services. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in key marketing concepts.

We pair at-home reading and work with in-class activities and lectures. We also organize several field trips to NYC cultural institutions. For each of these visits, we host the director of marketing in class the following week for in-depth discussions about marketing their products and services. These are also opportunities for growing your professional network. In the spring we visited the EDGE NYC, the newest observation deck in the city and the only one with an outdoor viewing platform at 1,100 feet; the Museum of Modern Art; and Little Island, a human-constructed art-and-green space in the Hudson River that opened in spring 2021.