Digital Marketing at Baruch

By Prof. Charles Gengler

One of the greatest opportunities for students at Baruch is to study Digital Marketing. In just a few years, Digital Marketing has grown into a strong and important component of the educational experience at the Zicklin School of Business. Funded by a generous grant from IPG to get the program off to a great start, we have built and continuously update offerings at both the graduate and undergraduate levels. We have a variety of courses developed in Digital Advertising, Web Analytics, Social Media and several other areas. Our focus has been on the needs of the market and the recognition that Digital Marketing is not a specialty—it is a necessity for anyone with a future career in marketing.

In terms of careers, certainly new specialties have arisen, such as web analytics and social media management. However, many fields suffer from a lack of practitioners with a strong understanding of digital options and tools available to them. Media planning, for example, has suffered in recent years from a "silo mentality." Digital media planning and other traditional media planning are too often done in isolation of each other, and budget allocation across the mix has been difficult because of incompatible metrics. Our goal is to train a new generation of marketers that understand and can think strategically on all sides of the issues.

Appropriately, advertising firms have been a welcome home for our graduates. Indeed, one representative from a firm recently told a student she felt if a student wanted a job at an advertising firm she was better off majoring in digital marketing than advertising. We are excited about contributing to this key New York industry, and plan on continuing to grow and support the needs of this industry. With support of IPG and alumni throughout the industry, we plan on continuing to support the advertising industry with skilled and talented employees with the strong Baruch work ethic that is part of the culture of our alumni.

Perhaps the area that has experienced the greatest metamorphosis and rejuvenation of the digital revolution is Direct Marketing. In the last two decades the mailing costs have virtually disappeared as contact media shifted from paper to electronic and targeting has become a highly developed online science. Indeed, the old line between the mass communication approach of traditional advertising and direct marketing becomes more blurred every day as individualized customization and targeting of message content becomes more feasible. To help us in this area, Jerry Pickholz, an alumni and past CEO of Ogilvy & Mathur Direct Marketing, made a generous grant to Baruch this year to fund the Jerome Pickholz Marketing Resource Laboratory. The lab provides tools and specialized classes for students on current topics and technologies. In addition, Patti Devine and Linda Gharib, two of our industry specialists that teach at Baruch, have coached students to win top honors at the prestigious ECHO competitions for several years now.

Our teaching strategy will continue to be a mixture of full-time academics and industry experts in the field. We benefit greatly from a strong cadre of industry experts committed to bringing state-of-the-art skills to our students. Simultaneously, we are utilizing funding from Interpublic Group to develop our gin-house faculty and update their expertise by sponsoring them to attend outside events and develop digital marketing teaching cases and tools. Eventually, we envision the term "Digital Marketing" to become redundant, as all marketing will become in some aspect digital. Until then, we will be building the largest Digital Marketing program in New Your City. Baruch means business when it comes to Digital marketing.

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