



SCPS GLOBAL CERTIFICATE PROGRAM - Studi Fall 2009, Spring, Summer 2010

The SCPS Global Certificate Program at New York University provides students from around the globe a new three-month intensive certificate program in some of today's most cutting-edge career fields-- coupled with English language and business communication courses.

About New York University and SCPS

New York University is the largest private university in the United States and one of its most prestigious. With two locations in the center of Manhattan -- Greenwich Village and Midtown -- the city serves as an additional learning resource for you. NYU has earned the prominent position for assisting students perfect their English communication proficiency and for educating the most international students of an U.S. university. The University's faculty, including artists, bankers, lawyers, and professionals at the top of their respective fields, are deeply committed to educating our students.

The School of Continuing and Professional Studies (SCPS) is unlike any other educational institution in the world. SCPS is recognized as the leader in delivering professional-level education that meets the needs of both employers and students. Many leaders in industry are our faculty members, and they will share their hands-on, real-world experience with you. At SCPS, continuing professional education is more than just a classroom. It is about consistently reaching for academic excellence and providing professional growth.

The Program

Beginning anew each semester, in September, in January, and in May, students enrolling in the SCPS Global Certificate Program will study specialized business English courses at the same time they pursue one of seven specific career certificates in the following areas:

Management Techniques
Business Technology
Digital Video and Television Production
International Finance
Multimedia Technologies
Marketing
Arts Management

Participants will study in their industry concentrations in courses offered during the early evenings and/or weekends. Students will also participate in two ALI Advanced Business English Workshops during the daytime:

**Reading & Writing Workshop &
Speech Communication Workshop**

OR

ALI's Daytime Comprehensive Program

All of these courses focus on business communication and cover grammar, writing, reading comprehension and vocabulary expansion. In addition, participants will improve their understanding as they practice speaking and making presentations in American English

As is obvious from this schedule, you can see that the Global Certificate Program is a very full-time and challenging professional educational experience.

(Note: Spring & Summer 2010 semester schedules may vary slightly)

The Global Certificate in Management Techniques

This certificate is awarded to students who successfully completed *four* of the following courses:

Principles of Management and Organization/ X49.9401
Organizational Behavior: Human Relations at Work/X49.9309
Leadership and Management/ X49.9450
Interpersonal Communication Skills/X49.9402.01
Critical Thinking X49.9459.01

Principles of Management and Organization

This is the ideal introduction for new managers and supervisors who want to grasp the big picture of management concepts, processes, and techniques as practiced today in business, industry, and government. We begin by focusing on the basic structure of an organization, and then concentrate on the essential managerial functions--planning, organizing, motivating, directing, controlling, leading--and how they relate to one another. Gain a solid grasp of how effective managers orchestrate human resources and their own energies to contribute to an organization's achievement of its mission and bottom-line goals.

[Fall]

Sec. 2: Thursdays 6:30 – 9:00 p.m., Oct. 1 – Nov. 19 (8 sessions)

[Spring]

Sec. 1: Wednesdays 6:30 – 9:00 p.m., Mar. 1 – Apr. 19 (8 sessions)

[Summer]

Sec. 1: Wednesday 6:30 - 9:00 p.m., June 3 - July 22 (8 sessions)

Organizational Behavior: Human Relations at Work

Gain an understanding of the function of human behavior in organizations. Explore behavioral influences that affect productivity, organizational effectiveness, and efficiency. Topics include perception, motivation, decision making, communication, leadership, job and organizational design, group behavior, and administrative processes including organizational power and politics. Participate in group and individual experimental exercises and analyze case studies, applying real-world problems to specific organizations.

[Fall]

Sec. 1: Thursdays 6:00 – 9:30 p.m., Sept. 24 – Nov. 12 (8 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 9:00 p.m., Feb. 9 – Apr. 6 (6 sessions)

[Summer]

Sec. 1: Tuesdays 6:30 – 9:00 p.m., June 2 – July 21 (8 sessions)

Leadership and Management

Managers who excel are not only skilled at managing others, they are also exceptional leaders. Zero in on the difference between management and leadership skills, and learn to recognize which to use in different situations. In this interactive seminar, participants compare and contrast management and leadership, examine five fundamental practices of exemplary leadership, and discover a natural approach to leadership that works for them. Develop a personal action plan based on your strengths, and explore techniques to develop leadership skills in others. Benefit from a combination of lectures, learning assessment exercises, small-group interaction, and case studies. This course is offered:

[Fall]

Sec. 1: Wednesdays 6:30 – 9:00 p.m., Sept. 23 – Nov. 18 (8 sessions) No class Nov. 11.

[Spring]

Sec. 1: Wednesdays 6:00 – 8:30 p.m., Feb. 4 – Apr. 8 (8 sessions)

[Summer]

Sec. 1: Mondays 6:00 -8:30 p.m., June 2 – July 21 (8 sessions)

Interpersonal Communication Skills

Learn specific strategies and techniques to dramatically increase your effectiveness when communicating with and influencing people. Develop an awareness of your own communication patterns, as well as the patterns of others. These skills ultimately enhance your ability to build and strengthen your business and personal relationships. Examine how to create rapport with anyone; gain trust quickly; use key nonverbal communication patterns; apply highly effective influencing strategies that persuade others to make decisions for their own reasons; and place you in a peak mental/emotional state. This course is offered:

[Fall]

Sec. 1: Tuesdays 6:30 – 9:00 p.m., Sept. 29 – Nov. 17 (8 sessions)

Sec. 2: Saturdays 10:00 a.m.-2:00 p.m., Oct. 24-Nov. 21 (5 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 8:30 p.m., Mar. 3 – Apr. 28. (8 sessions)

[Summer]

Sec. 1: Mondays 6:30 – 9:00 p.m., June 1 – July 20 (8 sessions)

Critical Thinking

Managers are continually called on to analyze facts, give their opinions, and offer advice in an effort to solve problems, maximize productivity, and reach business goals. It can be difficult to do this in a disciplined, objective manner. Participants in this course gain insight into their own thinking styles and those of others, and learn how to identify and challenge the assumptions and biases that influence everyone's thinking. Techniques are provided to help expand the way situations are perceived and described, solve the right problem, and gain support for innovative solutions. This course is offered:

[Fall]

Sec. 1: Mondays 6:30 – 9:00 p.m., Oct. 5 – Nov. 30 (8 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 8:30 p.m., Mar. 3 – Apr. 28. (8 sessions)

[Summer] (2009-10)



The Global Certificate in Business Technology

This certificate is awarded to students who successfully complete *four* of the following courses:

Database Design and Development/X52.9315
Data Communications Networks/X52.9028
Systems Analysis and Design/X52.9022
Internetworking Fundamentals/X52.9326
Introduction to C/C++ Programming/X52.9008
Internet Technology for Business/X52.9418
Cores and Concepts of Information Systems Security/X52.9380

Database Design and Development

Learn to design a database to collect, store, and retrieve vital customer and product information. Databases are a vital part of business solutions for storing product information, providing customer service, delivering content via the Web, and for marketing. Analyze high-level business processes to determine data needs and business rules. Use data modeling to define customers and products in terms of their important attributes; use Entity Relationship Modeling to define the relationships between entities such as customers and products. You learn to define keys, join tables, normalize a database, design screens and reports, and make queries using SQL. This course is offered:

[Fall]

Sec. 1: Mondays 6:00 – 9:30 p.m., Oct. 5 – Dec. 7 (10 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 9:30 p.m., Feb. 11 – Apr. 28 (10 sessions)

[Summer]

Sec. 1: Mondays 6:00 – 9:30 p.m., May 18 – July 27 (10 sessions)

Data Communications Networks

Business productivity today doesn't depend only on computers; it depends on complex networks of computers. This course teaches the basics of data communication to nontechnical managers and to students beginning careers in network administration. Understand how information is transmitted on local area networks, wide area networks, wireless networks, and the Internet. Learn about common network protocols; the seven-layer network model; network hardware such as hubs, routers, and switches; network management; and maintaining network security. This course is offered:

[Fall]

Sec. 1: Mondays 6:00 – 9:30 p.m., Sept. 28 – Nov. 30 (10 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 9:30 p.m., Feb. 25 – May 5 (8 sessions)

[Summer] (2009-10)

Systems Analysis and Design

Learn the concepts and methods used to analyze and design business systems. Apply a structured approach to diagram existing business systems, assess business requirements, and determine where technology can be implemented to solve business problems and improve productivity. Topics include: gathering and assessing business requirements; design of new and improved technology-driven solutions; the Systems Development Life Cycle; CASE tools; implementation; testing; and forming successful teams. Apply your knowledge to case studies and develop a sample analysis document.

[Fall]

Sec. 1: Wednesdays, 6:30 – 9:30 p.m., Sept. 30 – Dec. 2 (10 sessions)

[Spring]

Sec. 1 Wednesdays, 6:20 – 9:20 p.m., Feb. 20 – April 30 (10 sessions)

[Summer]

Sec. 1 Wednesdays, 6:30-9:30 pm, May 27 – July 29 (10 sessions)

Internetworking Fundamentals

Students considering a career in programming learn about the major programming languages used in today's business environment. Learn the different categories of languages, such as procedural and object-oriented languages; discover the strengths and weaknesses of popular programming languages; understand the situations in which each language is used. Learn the process of programming, from coding to maintenance, and study fundamental concepts such as data types, variables, decision logic, and sub-procedures. Write small programs in several languages. Upon completing the course, you are prepared to study any programming language in depth. This course is offered:

[Fall]

Sec. 1: Mondays 6:00 – 9:30 p.m., Oct. 5 – Dec. 7 (10 sessions)

[Spring]

Sec. 1: Mondays 6:00 – 9:30 p.m., Feb. 25 – May 5 (10 sessions)

[Summer] (2009-10)

Introduction to C/C++ Programming

This course provides an introduction to the fundamentals of the C programming language for students with little or no C programming experience. Learn to write basic C programs using a variety of programming constructs, including loops, statements, and arrays. Gain experience in creating, compiling, linking, executing, and debugging programs. Develop an understanding of how data can be stored and retrieved from memory, and how to use standard C library functions. This course lays the foundation for further study in C or C++ programming. It is offered:

[Fall]

Sec. 1: Tuesdays 6:30 – 9:00 p.m., Sept. 29 – Dec. 1 (10 Sessions) Yedidah Solowiejczyk, Principal Software Engineer, BAE System.

[Spring]

[Summer]

Sec. 1: Tuesdays 6:30 – 9:00 p.m., May 26 – Aug. 4 (10 Sessions)

Internet Technology for Business

Internet technologies provide opportunities to manage businesses move cost-effectively and solve business problems. This course introduces managers to the full range of Internet technologies and their impact on business. Understand how you can use the Internet or corporate Internets to conduct commerce, provide content, create communities, work collaboratively, train employees, and manage employees remotely. Gain familiarity with security issues affecting the Internet and corporate Internets. Learn to analyze the costs and benefits of implementing an Internet or Internet solution. This course is offered:

[Fall]

Sec. 1: Tuesdays 6:00 – 9:30 p.m., Oct. 6 – Dec. 8 (10 sessions) Robert Branchek, President, Bob Branchek Associates Inc.

[Spring]

Sec. 1: Tuesdays 6:00 – 9:30 p.m., Feb. 12 – Apr. 22 (10 sessions)

[Summer] (PC)

Cores and Concepts of Information Systems Security/X52.9380

This course provides IT professionals with an introduction to the core concepts of information systems security: access control; administration; auditing and monitoring; and risk, response, and recovery. Learn how policies, standards, procedures, and guidelines are established to ensure confidentiality, integrity, and availability. Become familiar with security measures applied to networking, transmission methods, and the operation of private and public networks. Unravel countermeasures and prevention techniques for dealing with malicious code, and gain an understanding of how security is implemented in multiple technology environments, including client/server, Web, mainframe, wireless, and RFID.

[Fall] (2010)

[Summer]

Sec. 1: Thursdays 6:00-9:00 p.m., June 4 – Aug. 6 (10 Sessions)

The Global Certificate in Digital Video and Television Production

This certificate is awarded to students who successfully complete the following *three* courses:

Techniques and Technologies / X34.9220 .01 02

Digital Video Production / X34.9921 01. 02

Production Company Management / X34.9138 01

Techniques and Technologies

Learn the technical theory of contemporary film and digital video production in this introductory lecture course. Get an overview of film and TV operations. Review lighting, optics and lenses; film and digital cameras; and 16mm and 35mm film stock. Explore emulsions; film processing; video signals; audio, analog, and digital recording; film to tape/tape to film transfer; digital post-production for film and video; special effects; and emerging technologies. The theory you learn in this course--including the professional and technical terminology--serves you well in all other production classes in the department.

12 –week sections of this course are offered on the following days:

[Fall]

Sec. 1: Mondays 6:45 – 9:05 p.m., Sept. 21 – Dec. 7 (12 sessions).

Sec. 2: Wednesdays 6:45 – 9:05 p.m., Sept. 23 – Dec. 16 (12 sessions) No class Nov. 25

[Spring]

Sec. 1: Thursdays 6:45 – 8:45 p.m., Feb. 7 – May 1 (12 sessions)

Sec. 2: Mondays 6:45 – 8:45 p.m., Feb. 11 – May 12 (12 sessions)

[Summer]

Sec. 1: Tuesdays & Thursdays 6:45 – 8:45 p.m., May 19 – June 25 (12 sessions)

Digital Video Production I

This introductory course details basic DV camcorder operations, elementary nonlinear editing with Final Cut Pro, and how to prepare a video production. In this hands-on workshop, students write, produce, direct, and edit individual and group projects in order to demonstrate growing confidence with production equipment and professional practices. Students use Sony DV cameras and Final Cut Pro equipment with an allotment of videotape and other supplies provided by the school.

This course is offered as follows:

[Fall]

Sec. 1: Thursdays 6:00 – 9:45 p.m., Sept. 24 – Dec. 3 (10 sessions)

Sec. 2: Saturdays 9:45 a.m. – 5:00 p.m., Oct. 31 – Dec. 12 (6 sessions)

[Spring]

Sec. 1: Thursdays 6:00 – 9:30 pm., Feb. 14 – Apr. 24 (10 sessions)

[Summer]

Sec. 1: Saturdays 10:00 – 5:00 p.m., May 30 – July 11 (6 sessions) No class on July 5

Sec. 2: Mondays & Wednesdays 6:00-9:40 p.m., July 6 – Aug. 5 (10 Sessions)

Production Company Management

What's the process for setting up and operating a motion picture development or production company? Learn every step from setting up a corporate structure (advisory team, global rights sales, advertising, business affairs, and finance) to handling compensation, financial management and reporting, and accounting practices. Gain an understanding of the acquisition of pre-existing literary properties and original screenplays or teleplay. Develop a business plan to produce an independently financed motion picture, and make a successful pitch to film studios and television companies. Students are required to develop a mock producer's package in the class.

This course is offered as follows:

[Fall]

Sec. 1: Thursdays 6:45 – 9:45 p.m., Sept. 24 – Dec. 17 (12 sessions)

[Spring]

Sec. 1: Thursdays 6:20 – 9:20 p.m., Feb. 7 – May 1 (12 sessions)

[Summer]

Sec. 1: Thursdays 6:20 – 9:20 p.m., May 21 – Aug. 6 (12 sessions)



The Global Certificate in International Finance

This certificate is awarded to students who successfully complete five of the following courses:

Introduction to International Business and Finance / X51.9400.01, 02
International Corporate Finance / X51.9405.01
International Trade Law and Regulation / X58.8805.01
International Banking: Structure, Function, and Techniques /X51.9425
Principles of International Trade/X51.9455

Introduction to International Business and Finance

This course examines the economic, political, and social forces that shape the global marketplace. It analyzes procedures adopted in implementing business operations in diverse economies and shows how to make valid business decisions. Topics include: international economic principles and their influence on foreign trade and productive investments; the international monetary system; exchange rate mechanism and its impact on direct investments and financial operations; international marketing operations for products and services; corporate and trade financing methods and foreign risk management. This course is offered:

[Fall]

Sec. 1: Wednesdays 6:30 – 9:00 p.m., Sept. 23 – Nov. 18 (8 sessions) No class Nov. 11.

[Spring]

Sec. 1: Wednesdays 6:00 – 8:30 p.m., Feb. 6 – Apr. 16 (10 sessions)

Sec. 2: Saturdays 10:00 – 1:30 p.m., Feb. 16 – Apr. 5 (7 sessions)

[Summer]

Sec. 1: Mondays 6:30-9:00 p.m., June 1- Aug. 3 (10 sessions)

International Corporate Finance

This course provides an overview of the international financial system from both a theoretical and a practical point of view. Topics include: central bank functions; foreign exchange markets and convertibility; the Eurocurrencies markets and the euro; short-and long-term financing, including trade and project finance and documentation. Also covered is the legal, political, and economic framework of the international financial markets. This course is offered:

[Fall]

Sec. 1: Fridays 6:30 – 9:00 p.m., Oct. 2 – Nov. 20 (8 sessions)

[Spring]

Sec. 1: Tuesdays 6:00 – 8:30 p.m., Feb. 19 – Apr. 29 (8 sessions)

[Summer]

Sec. 1: Wednesdays 6:30 – 9:00 p.m., June 3 – July 22 (8 sessions)

International Trade Law and Regulations

If you're involved in international business, becoming familiar with international trade law is essential. What are the transaction risks associated with importing and exporting? How are international disputes resolved? Gain the practical knowledge to facilitate international commercial transactions. Through case studies, learn the potential risks and legal problems. Topics include: formation of international sales contracts; the documentary sale and terms of trade; letters of credit; U.S. regulation of imports and exports; the carriage of goods and the liability of air and sea carriers; GATT law and the World Trade Organization; and the European Union and other regional trade areas. This course is offered:

[Fall]

Sec. 1: Thursdays 6:30 – 9:00 p.m., Sept. 24 – Dec. 3 (10 sessions)

[Spring]

Sec. 1: Thursdays 6:00 – 8:30 p.m., Feb. 27 – Apr. 23 (8sessions)

[Summer]

Sec. 1: Thursdays 6:30 – 9:00 p.m., May 21 – July 23 (10 sessions)

International Banking: Structure, Function, and Techniques

For bankers and professionals who need to understand the role, function, and organization of international banking operations, this course addresses the organizing of international banking financial operations; correspondent banking relationships; foreign lending, i.e., influential factors, risks, restraints, and portfolio considerations; Nostro and Vostro accounts; and New York City as an international money market center and source of long-term capital. This survey includes the structure of the Eurocurrency and Eurodollar markets and UCP 500. This course is offered:

[Fall]

Sec. 1: Mondays 6:30 – 8:30 p.m., Sept. 21 – Dec. 7 (10 Sessions) No class Sept. 28 & Oct. 12

[Spring]

Sec. 1: Wednesdays 6:00 – 8.30 p.m., Feb. 27 – Apr. 23 (10 sessions)

[Summer]

Sec.1: Thursdays 6:30 – 9:00 p.m., June 4 – July 23 (8 sessions)

Principles of International Trade

Explore the basics of an international trade transaction and get a practical introduction to the fundamentals of import-export procedures. The essential elements of international trade contracts, shipping terms, various transportation modes, U.S. Customs procedures, global sourcing, import/export financing, and cross-cultural issues are addressed. The information covered in this course is especially valuable for students who wish to learn the transaction mechanics of importing and exporting, as well as those in search of a second career.

[Fall]

Sec. 1: Tuesdays 6:30 – 8:30 p.m., Oct. 6 – Dec. 8 (10 Sessions)

[Spring]

[Summer]

Sec. 1: Tuesdays 6:30-8:30 p.m., June 2 – Aug. 4 (10 Sessions)



The Global Certificate in Multimedia Technologies

This certificate is awarded to students who successfully complete the following courses:

Maya: Essentials/X35.9021

Storyboarding Workshop/X35.9675 **or** Concept Art and Character Design/X35.9004

3D Studio Max: Fundamentals/X35.9071 **or**

2D Animation: Drawing, Cutout, and Stop Motion/ X35.9055

The courses are taught through the Center for Advanced Digital Applications (CADA). At the Center, you will learn the latest in computer animation, digital production and visual effects. The CADA resources include four of the most advanced workstation classrooms in the country where students are taught by a Hollywood award-winning faculty. The courses are developed in partnership with the companies and enterprises that make and use digital production technology.

Maya: Essentials

Maya, the computer animation industry's leading software, has the capability to create limitless imagery, from Gollum in *Lord of the Rings* to the new Ferrari Modena 360 seen in television commercials. In this class, students learn the fundamentals of modeling and animation, moving on to texturing, lighting, and rendering a short scene. Through hands-on practice and unlimited lab time, learn technical standards and the production workflow used in broadcast, commercial, and film industries. Lectures, in-class discussion, and critiques help you to create a great-looking animation for your demo reel. This course is offered:

[Fall]

Sec. 1: Thursdays 6.30 – 9.30 p.m., Oct. 1 – Dec. 10 (10 sessions)

Sec. 2: Saturdays 10.00 a.m. – 1:00 p.m., Oct. 3 – Dec. 12 (10 sessions)

[Spring]

Sec. 1: Wednesdays 6:30– 9:30 p.m., Feb. 13 – Apr. 23 (10 sessions)

[Summer]

Sec. 1: Wednesday 6:30-9:30 p.m., May 27 – July 29 (10 sessions)

Concept Art and Character Design

Concept artists, such as storyboard artists, create the look of a character, like those in films, games, and comic books, from *V for Vendetta* to *Chicken Little* and *Spider-Man*. Creating characters that are memorable and believable to an audience requires knowledge of art and design and attention to details such as form and physicality. In this introductory course, build a fundamental knowledge of character design--including sketching, drawing, developing textures, and use of other materials that aid in the process--and apply these skills to create a complete character. Through in-class exercises, you draw and develop your own characters.

[Fall]

Sec. 1: Tuesdays 6:45 – 9:45 p.m., Oct. 6 – Nov. 24 (8 Sessions)

[Summer]

Sec. 1: Mondays 6:20 – 9:20 p.m., June 1 – Aug. 3 (10 Sessions)

Storyboarding Workshop

An essential skill employed by filmmakers, designers, and animators to create compelling stories, storyboarding helps you thoroughly plan and visualize a project before it ever reaches production. By using a series of sketches to establish key frames and continuity, you storyboard scenes from classic films to learn vocabulary, iconography, and editing. Then create shot-by-shot storyboards of your own project--whether a feature film, commercial, video game, or animation--to lay out a ground plan for production. *Students should bring a small drawing pad/notebook and a Col-erase blue pencil or non-photo blue pencil to the first class.* This course is offered:

[Fall]

Sec. 1: Wednesdays 6:45 – 9:45 p.m., Sept. 30 – Dec. 9 (10 sessions)

[Spring]

Sec. 1: Thursdays 6:00 – 9:00 p.m., Feb. 7 – Apr. 17 (10 sessions)

[Summer] (2009-10)

3D Studio Max: Fundamentals

While there are several powerful 3-D modeling and animation packages on the market, most don't sync with the budget of a boutique studio or independent artist. As an affordable alternative, 3D Studio Max has become the software of choice for many emerging studios and architecture firms that are interested in keeping budgets down without sacrificing quality. Grasp the fundamentals of 3-D production as you explore the extensive features in this exciting modeling and animation program. Whether you're an animator, Web designer, game developer, artist, designer, or architect, This course is offered:

[Fall]

Sec. 1: Saturdays 2:00 – 5:00 p.m., Oct. 3 – Dec. 12 (10 sessions)

[Spring]

Sec. 1: Saturdays 2:00 – 5:00 p.m., Feb. 9 – Apr. 26 (10 sessions).

[Summer] (2009-10)

2D Animation: Drawing, Cutout, and Stop Motion

As if by magic, animated images light up the screen, capturing our hearts and our imaginations. By telling a compelling story, astounding us with the defiance of the laws of physics, or mesmerizing audiences with abstract motion, animation can infuse a sequence of inert images with the illusion of life. But without a firm understanding of the principles of animation, characters fall flat. Learn the basics of animation as you create three 30-second videos in traditional hand-drawn, cutout, and stop-motion animation. Learn how to bring characters to life, using established principles of squash and stretch, key framing, and basic timing techniques.

Students are required to purchase materials. Costs do not exceed \$60.

[Fall]

Sec. 1: Mondays 6:45 – 9:45 p.m., Sept. 21 – Nov. 23 (10 Sessions)

[Spring]

[Summer]

Sec. 1: Mondays 6:20 – 9:20 p.m., June 1 – Aug. 3 (10 Sessions)



The Global Certificate in Marketing

This certificate is awarded to students who successfully complete the following *four* courses:

Marketing Principles & Practices / X50.9247.01 02 03
Data Analytics Interpretation and Reporting /X50.9283.01
Strategic Marketing Management / X50.9235.01 02
The Marketing Plan / X50.9143.01 02 03

Marketing Principles and Practices

Marketing know-how has become an essential skill for all managers. This introductory course is appropriate for individuals considering marketing careers or who require an understanding of marketing for their career growth. Study the fundamental concepts of marketing and their relationship to corporate organization. Consider marketing vocabulary, marketing research, retailing, wholesaling, promotion, and advertising functions. Discuss the role of the consumer, changing lifestyles, current developments in the economy, and laws that affect marketing. Course involves case studies, guest speakers, and marketing assignments. This course is offered:

[Fall]

Sec. 1: Tuesdays 6:30 – 8:30 p.m., Sept. 22 – Nov. 24 (10 sessions)
Sec. 2: Saturdays 8:55 – 1:55 p.m., Sept. 26 – Oct. 31 (4 sessions) No class Oct. 3 and Oct. 10
Sec. 3: Thursdays 4:00 – 6:00 p.m., Sept. 24 – Dec. 3 (10 sessions)

[Spring]

Sec. 1: Tuesday 6:10 - 8:10 p.m., Feb. 12 – May 6 (10 sessions)
Sec. 2: Saturdays 9:30 – 1:30 p.m., Feb. 9 – Mar. 8 (5 sessions)
Sec. 3: Thursday 4:00 – 6:00 p.m., Feb. 14 – Apr. 24 (10 sessions)

[Summer]

Sec. 1: Tuesday 6:30 – 8:30 p.m., May 19 – July 21 (10 sessions)

Data Analytics, Interpretation and Reporting

Marketing analysts develop the skills to translate market research data into decision-making information for managers. Create an analysis plan to link research data to marketing questions; learn how to tabulate results, prepare charts, and tables; summarize data findings; and write and present reports. Topics include: cross-tabs, summary statistics, significance tests, and correlations; specifying objectives; summarizing survey results; presenting data in easy-to-digest formats using standard software; extracting conclusions from raw data; developing recommendations; and reviewing alternative audio-visual presentations. This course is offered:

[Fall]

Sec. 1: Wednesdays 4:00 – 6:00 p.m., Sept. 23 – Dec. 9 (10sessions) No class Nov. 11 & Nov. 25

[Spring]

Sec. 1: Wednesdays 6:10 – 8:10 p.m., Feb. 6 – Apr. 30 (10 sessions)

[Summer]

Sec. 1: Wednesdays 4:00 – 6:00 p.m., May 27 – July 29 (10 sessions)

Strategic Marketing Management

This advanced course examines in-depth concepts and techniques critical to winning marketing strategies. Following an analysis of how marketing strategy evolves out of the corporate strategic plan, we focus on the factors that determine future growth and competitive advantage, including: industry/competitor analysis; global and domestic marketing opportunities; and product, pricing, promotion, and distribution decisions. Other topics include: demographics/psychographics segmentation, positioning, and the marketing mix evolution over the product life cycle. This course is offered:

[Fall]

Sec. 1: Wednesdays 6:30 – 9:30 p.m., Sept. 23 – Nov. 18 (8 sessions) No class Nov. 11

Sec. 2: Saturdays 2:00 – 6:00 p.m., Nov. 7 – Dec. 19 (6 sessions)

[Spring]

Sec. 1: Wednesdays 6:10 – 9:10 p.m., Feb. 6 – Apr. 9 (8 sessions)

[Summer]

Sec. 1: Wednesdays 6:30 – 9:30 p.m., May 27 – July 15 (8 sessions)

The Marketing Plan

Learn how to express a marketing strategy in a comprehensive and coherent marketing plan. Examine how strategies and plans change at each stage of the life cycle of a product, service, or concept. Emphasis is placed on effective accumulation of relevant data; analysis of competition; naming and pricing a product; positioning, promotion, and distribution. This heavily interactive course features extensive use of case studies. Students prepare model marketing plans. This course is offered:

[Fall]

Sec. 1: Wednesdays 6:30 – 9:10 p.m., Sept. 30 – Dec. 2. (8 sessions) No class Nov. 11 & Nov. 25

Sec. 2: Saturdays 2:00 – 6:10 p.m., Sept. 26 – Oct. 24 (5 sessions)

Sec. 3: Mondays 4:00 – 6:00 p.m., Sept. 21 – Dec. 7 (8 sessions) No class Sept. 28 & Oct. 12

[Spring]

Sec. 1 Thursdays 6:10 – 8:45 p.m., Feb. 28 – May 1 (8 sessions)

Sec. 2 Saturdays 2:00 – 6:10 p.m., Feb. 9 – Mar. 8 (5 sessions)

[Summer]

Sec. 1: Thursdays 6:45 – 9:15 p.m., May 21 – July 9 (8 sessions)



Global Certificate in Arts Management

This certificate is awarded to students who successfully complete the following *four* of the following courses:

Managing the Arts /X30.9700.01 02

Fundraising for the Arts /X03.9710.01 02 **Or** The Art Dealer in the 21st Century/ X03.9716

Marketing the Arts /X03.9701

Essential Skills for Running an Arts Nonprofit/X03.9819 **Or**

Today's American and International Art Market/ X03.9996

Managing the Arts

Survey the principal tasks, concerns, and skill requirements of the not-for-profit arts manager. Topics include the history of the arts and arts management in the United States, legal obligations of the board, organizational structures, fundraising, audience development, economic development and the arts, working with artists, the budget process, personnel issues, programming, developing partnerships, planning, advocacy, and job searches. This course is offered:

[Fall]

Sec. 1: Friday, Saturday, & Sunday 10:00 a.m. – 5:00 p.m., Oct. 23 – Oct. 25 (3 sessions)

Sec. 2: Thursdays 6:45 – 8:45 p.m., Sept. 24 – Dec. 3 (10 sessions)

[Spring]

Sec. 1: Friday, Saturday, Sunday 10:00 – 5:00 p.m., Feb. 15 – Feb. 17 (3 sessions)

Sec. 2: Thursdays 6:30 – 8:30 p.m., Feb. 21 – May 1 (10 sessions) No Class Mar. 15

Sec. 3: TBA Feb. 6 – Apr. 16 (10 sessions)

[Summer]

Sec. 1: Friday, Saturday, & Sunday 10:00 – 5:00 p.m., July 17 – July 19 (3 Sessions)

Sec. 2: Thursdays 6:45 – 8:45 p.m., July 18 – Aug. 6 (8 Sessions)

The Art Dealer in the 21st Century

Part connoisseur and part entrepreneur, the successful art dealer needs to negotiate an every-changing international landscape. What is the role of the art dealer in the international art marketplace and how has that role evolved in the 21st century? How do the services of dealers in a retail gallery, private dealers, and art consultants differ? Challenges faced by today's art dealers are probed, including increased competition from other dealers and auction houses, finding and retaining the loyalty of artists, keeping up, with the explosion of international art fairs and increasingly sophisticated collectors. Ideal for those considering becoming art dealers. This course is offered:

[Fall]

Sec. 1: Saturdays 10:00 a.m. – 12:30 p.m., Sept. 26 – Nov. 14 (8 sessions)

[Spring]

[Summer] (2009-10)

Fundraising for the Arts

Gain an understanding of the basic principles of fundraising for the arts from both public and private sources, and learn techniques, skills, and strategies for implementing an effective fundraising plan in challenging times. Central issues discussed include recent fundraising trends; assessing organizational readiness and making the "case"; the role and resources of the board, staff, and volunteers; how to identify potential supporters and sustain relationships with public, private, and individual donors; how to communicate effectively through written and oral presentations; and the core competencies needed for a career in arts and cultural fundraising. This course is offered:

[Fall]

Sec. 1: Mondays 6:45 – 8:45 p.m., Sept. 21 – Nov. 23 (10 sessions)

Sec. 2: Friday, Saturday, & Sunday 10:00 a.m. – 5:00 p.m., Oct. 9 – Oct. 11 (3 sessions)

[Spring]

Sec. 1: Mondays 6:20 – 8:20 p.m., Feb. 4 – Mar. 10 (10 sessions) No Class Feb. 18 & Mar. 17

Sec. 2: Friday, Saturday, & Sunday 10:00 – 5:00 pm., Feb. 22 – Feb. 24 (3 sessions)

[Summer]

Sec. 1: Friday, Saturday, & Sunday 10:00 – 5:00 p.m., July 10 – July 12 (3 Sessions)

Marketing the Arts

Examine what the arts manager must know about arts and the business of arts marketing. Learn how to recognize marketing opportunities, determine appropriate strategies, and identify target audiences. We discuss pricing options, subscriptions, and individual sales, membership campaigns, promotion techniques; public information; and how to generate income from sales, rentals, and other sources. Case studies and guest speakers aid in analyzing and developing marketing strategies. This course is offered:

[Fall]

Sec. 1: Friday, Saturday, & Sunday 10:00 a.m.– 5:00 p.m., Oct. 16 – Oct. 18 (3 sessions)

Sec. 2: Wednesdays 6:45 – 8:45 p.m., Sept. 23 – Nov. 25 (10 sessions)

[Spring]

Sec. 1: Wednesdays 6:20 – 8:20 p.m., Feb. 13 – Apr. 23 (10 sessions)

Sec. 2: Friday, Saturday, & Sunday 10:00 – 5:00 p.m., Apr. 18 – Apr. 20 (2 sessions)

[Summer]

Sec. 1: Friday, Saturday, & Sunday 10:00 – 5:00 p.m., July 10 – July 12 (3 Sessions)

Sec. 2: Thursdays 6:45 – 8:45 p.m., May 21 – July 23 (10 Sessions)

Essential Skills for Running an Arts Nonprofit

In this course, a follow-up to *Managing the Arts*, we delve more deeply into the practical skills that are necessary for running a new or existing arts nonprofit organization. In a number of crucial areas--human resources, community relations, advocacy, and technology--students learn how to be effective arts managers, whether in a large or small organization. Students also learn to develop a nonprofit business plan that takes into account the service orientation of nonprofit arts organizations. Additional topics include the growth and influence of international arts organizations and issues of social responsibility.

[Summer]

Sec.1: Mondays 6:45 – 8:45 p.m., June 1 – June 29 (5 Sessions)

Today's American and International Art Market

Discover global and regional trends in today's international art market by analyzing auction sales and gallery activity for both established and emerging artists. Through the examination of several specific collecting categories, both historically and in the context of the current global economy, this course addresses questions about the future of the art market. What factors affect today's market trends? Where is the market headed? Issues of art loss and restitution, national patrimony, and increasing worldwide wealth are also examined. This course is for anyone currently working in or aspiring to work in the art market, whether art dealers or professional advisors. This course is offered:

[Fall]

Sec. 1: Thursdays 6:45 – 8:45 p.m., Nov. 5 – Dec. 10 (5 Sessions)

[Spring]

Sec. 1: Friday, & Saturday 10:00 – 5:00 p.m., Feb. 8 – Feb. 9 (2 sessions)

[Summer] (2009-10)



SERVICES AT NEW YORK UNIVERSITY

Housing

Students participating in the Global Certificate Program are eligible for NYU housing. Housing costs are approximately \$5,000 - \$7,000 per semester, and rooms are available on a limited, reserved basis. All residence halls are coed; bedrooms and suites are single sex. All bedrooms (including singles) are contained within multi-bedroom suites with shared baths (and shared kitchens in apartment-style halls).

All residence halls have 24-hour security and laundry facilities and many have cable TV service. Telephone service is provided via NYU or various service suppliers. Dial-up access to NYU computers is available. Each hall has a variety of facilities that may include lounge and study areas, music rooms, game rooms, dance/exercise rooms, and darkrooms. Many halls are within easy walking distance of the main campus. You can also use the free campus transportation system that connects all residence halls to classroom facilities at Washington Square, Midtown, Downtown.

Housing on-campus is limited. If you are interested in living on campus you are encouraged to submit your application to the SCPS Global Certificate Program, along with a \$1,000 housing deposit, three months in advance to the American Language Institute. Because on-campus housing is limited, NYU cannot house your spouse and/or children in on-campus housing. If you do not wish to live in NYU housing, or if you will be bringing your family, or housing is unavailable at the time of your application, NYU also has an Office for Off-Campus Housing providing an electronic database of available housing in New York City.

Visas

We encourage all international students who plan to enroll in the Global Certificate Program to obtain an F-1 non-immigrant status. In order to receive the F-1 status, you must first apply to the American Language Institute and complete a **Certificate of Eligibility (I-20 Form)**.

Extra Curricular Activities

Students in the SCPS Global Certificate Program are encouraged to participate in extracurricular activities while studying at NYU. This includes NYU lectures and scholarly events, concerts and plays, tours of New York, and visits to NYC cultural and landmark sites. There are also scheduled coffee hours, parties, and other informal gatherings. The semester is culminated with certificate awards.

The American Language Institute is one of the largest and most respected programs of its kind in the country, offering a wide range of courses and activities to help you feel more comfortable and professionally competent with the English language.



APPLICATION

If you are interested in participating in the SCPS Global Certificate Program, complete the “Global Certificate” application at the end of this document and mail it, along with a **\$150** non-refundable application fee, to:

American Language Institute
48 Cooper Square, Room 200
New York, NY 10003-7154

You should also take the TOEFL (Test of English as a Foreign Language) or TOEIC (Test of English for International Communication) to learn your English language proficiency. You should have a TOEFL score of at least 550 (ibt 29) or TOEIC score of at least 700 to participate in the program. When you arrive at the University, you will also participate in a short English language test and interview for placement purposes.

If you are interested in living in NYU housing, your application must be received by the American Language Institute 3 months before courses begin. If you will not be living in NYU housing, it is recommended that your application be received 3 months before courses begin because of application and visa processing time. Housing is available beginning August 26, 2007 for Fall; January 6, 2008 for Spring, and May 18, 2008 for Summer. Classes begin on September 10, 2007 (Fall) and January 28, 2008 (Spring), and May 19, 2008 (Summer).

COST OF ATTENDANCE

You are required to certify that funds are available for the four-month SCPS Global Certificate Program, exclusive of travel expenses. In computing your financial resources, you should bear in mind that you will not be permitted to work in the United States. The cost of each program is listed below and includes tuition and fees only.

1.	The Global Certificate in Management Techniques	\$8,500
2.	The Global Certificate in Business Technology	\$9,800
3.	The Global Certificate in Digital Video and Television Production	\$8,500
4.	The Global Certificate in International Finance	\$8,500
5.	The Global Certificate in Multimedia Technology	\$8,500
6.	The Global Certificate in Marketing	\$8,500
7.	The Global Certificate in Arts Management	\$7,000

In addition to tuition and fees, you should also plan on the following costs:

Course expenses:

Tuition and fees - vary by certificate - see costs above	
Registration Fee	\$20
Student Health Ins. (estimate) ^a	\$750
Mandatory Univ. Fees (estimate)	\$300
Books and materials	\$100
Technology Fee	\$80
<u>Living expenses^b</u>	<u>\$6,000</u>
Estimated Total	\$14,250 - \$17,050

^a Health Insurance is required of all students who are not covered by personal/family insurance while in the U.S. The University policy covers medical and hospital expenses up to a maximum of \$250,000 per condition. Students must provide proof of personal/family health insurance to be exempt from this University requirement. These are estimated costs.

^b Living expenses are estimated at \$1,375.00 per month covering rent, food, transportation--exclusive of travel to/from the U.S., and clothing.