

The Marketing Association of Columbia (MAC) is pleased to present its first semi-annual newsletter. In this issue:

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President's Address



Gretchen Murcott '06

Dear Reader,

We are very excited to be sending you the first newsletter from the Marketing Association of Columbia. This bi-annual newsletter will keep you up to date on what's happening with marketing at Columbia and help connect students and alumni.

With almost a quarter of the student population, the Marketing Association of Columbia is one of Columbia Business School's largest and most active clubs. Our mission is to provide Columbia Business School students with resources to succeed in a marketing career. We work with both the University and New York marketing communities to enrich the experience of our members personally, socially and professionally.

This newsletter is not the club's only "first" this year. On October 28th, we held our first annual Marketing Conference and Cocktail, with the theme of "Marketing in a World of Increasing Consumer Power". Over three hundred attendees enjoyed keynote speeches from John Hayes, CMO of American Express and Columbia Business School alumnus Lew Frankfort '69, CEO of Coach, along with panel discussions with leading industry practitioners. The day concluded with a networking reception. The day's participants are eagerly

anticipating next year's event.

This year, our goal is to enhance the visibility and reputation of marketing at Columbia and we established two new board positions, the VP and AVP of "Marketing Marketing" to lead the effort. Already, they have helped the Marketing Department re-design their website and invited faculty to present their cutting-edge marketing research. They have also published two articles in the *Bottom Line* to publicize club events. In conjunction with their new Marketing Committee, they are reaching out to prospective and accepted marketing students.

The excitement will continue into the spring semester with career preparation, speaker events, store visits, new sponsors and our second newsletter. We thank you for your interest and support of marketing at Columbia!

Warmest regards,

Gretchen Buck Murcott '06
President
Marketing Association of Columbia

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First Annual Marketing Conference



By Mili Dutt '06

How does a company compete for "the attention of an increasingly fickle and time-constrained consumer base?" This was the question posed to the speakers and panelists on October 28th at MAC's first annual Marketing Conference. Stephanie DeSantis and Cecilia Leung, the MAC Conference VP's, developed this theme over the past year to bring together some of the foremost minds and innovators within the marketing space to speak at Columbia and share how company-consumer relationships are changing.

The Conference was headlined by two major figures in the world of marketing and consumer products: John Hayes, the Chief Marketing Officer of American Express, and Lew Frankfort '69, Chairman and CEO of Coach; and included panelists from Unilever, PepsiCo, McKinsey, and Colgate.

John Hayes kicked off the conference by discussing how consumers are becoming more powerful and demanding in voicing their needs and opinions. He stressed that companies can no longer have a one-way dialogue with

consumers and that the company role has changed from one of orator to listener. "We have to recognize that the consumer is in charge." Hayes emphasized that the marketing function must add real value now more than ever before because we now live in a world where everything can be customized and demanded at a moment's notice. He said that consumers are the driving force; marketers just have to try and steer them in a direction.

He was followed by panels that included Jeffrey Poorman '85, the Senior VP of Business Development at CitiCards and Philippe Harousseau, the Marketing Director of Dove at Unilever. Both talked about successful marketing campaigns that were developed through asking consumers what they wanted. Poorman is part of the group that developed the CitiCards "Live Richly" campaign that resulted from the realization that what customers wanted from their bank was to not think about their bank. The "Live Richly" campaign is one of the most recognized financial marketing campaigns in recent history and is widely regarded as a huge success. Harousseau developed the "Dove Real Beauty" campaign that has been gracing subway stops all over New York City this Fall. He discussed how the idea came from looking around at a society with unrealistic expectations for women's bodies and having women tell them that they wanted to see advertising featuring "real women."

Lew Frankfort spoke about customer targeting and finding the right place to position your brand to consumers. "Coach can't be all things to all people and when we realized this, it really liberated us." He discussed Coach's strategy of building a "loyal and involved" customer base that is constantly polled for their opinions. By focusing on consumer insights, Coach propelled itself to become the #1 accessories retailer in the U.S.

Overall, the Conference was a huge success, drawing over three hundred attendees and fostering intense and interesting dialogue about the future state of marketing. It was a dynamic forum for the New York and Columbia marketing communities to network and discuss current issues. After the conference DeSantis stated, "We're very excited at the turnout that we received today. In choosing a conference theme, Cecilia and I wanted to find a topic that was both interesting and relevant to students and marketers in the workplace. Our extremely strong attendance from alumni, marketing professionals, and students truly reflected this."

Finally, one of the memorable quotes of the evening came from Frankfort in response to a question from the audience about what motivates him: "I am driven daily by a drive for excellence and a fear of failure. I still have failure dreams that entail running around Columbia during finals week and not knowing where my test is taking place!" It looks like some things about business school will never leave you, no matter how successful you become.

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Marketing Marketing: What is This?

By Alyssa Goodman '06

"The Hidden Gem." That's a phrase that is often used to describe marketing at Columbia and its marketing MBAs alike. Columbia boasts a department of leading marketing researchers and adjunct professors, access to industry thought-leaders and marketing students with diverse and impressive backgrounds. Despite these many strengths, Columbia Business School is not widely known as a "marketing school." However, with the efforts of some committed students and the resources of a supportive Marketing Division, this is beginning to change.

Columbia Business School provides an excellent product in its Marketing Program. As the gateway to the global business community, New York City hosts several leading industries including Media, Retail, Financial Services, Pharmaceuticals and Consumer Products, which rely heavily on marketing for their success. It is home to Madison Ave, Times Square, Fashion Ave, and leading branding innovation. Located in the heart of the marketing capital of the world, the Columbia community is immersed in the latest trends and innovations from the city's leading marketing practitioners as well as the cutting-edge research conducted by our world-renowned faculty.

The Marketing Association of Columbia and the Marketing Division are partnering on several initiatives to leverage the program's many assets in order to further strengthen the Columbia marketing brand. A major initiative is the redesign of the marketing website. Working closely with the Columbia Business School Publications Office, a team of marketing professors, students and administrators have collaborated on the redesign project since the summer. Set to launch this Spring, the website will be a key communications tool for marketing the program to its target segments. "Marketing at Columbia stands for a dynamic community of scholars, students and executive alumni," says Marketing Professor, Berndt Schmitt. "No other school can match that. That's the message of the new website."

Marketing at Columbia Business School is in a unique position to offer a comprehensive and rigorous experience to the global community of marketers who teach, study, research and connect at Columbia Business School. The Marketing Program develops creative and analytical marketers armed with the skills, network and experience to succeed in today's global business environment. As the events and initiatives of this academic year are revealing, Columbia Business School is where marketing happens.

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Student Spotlight



By Jillian Avey '06

Automatons and dull people needn't apply...

So says the website because Virgin Mobile is anything but dull. Known for having a great understanding of their customers, Virgin has used underground marketing to create a loyal community of mobile phone users.

Patricia Parra '06 spent her summer learning about marketing, Virgin-style. Working on a new initiative aimed at reaching the Hispanic community, Parra contributed to the program by first measuring the success of past advertising campaigns.

Virgin Mobile launched their "No soy normal" campaign on the Internet last summer. It was their first Spanish language marketing piece; an interactive story that periodically gives the viewer a choice of "Soy Normal" or "No Soy Normal" ("I am normal" or "I am not normal") to create their own story. Even though the campaign received no special promotion, it was successful in creating buzz; illustrated best when Parra saw someone on a New York subway wearing a t-shirt with the tag line. The underground nature of the campaign was chosen partly due to the skepticism of the Hispanic customer, as they are particularly savvy consumers who can see right through marketing. Parra also found this to be true in their research, which led them to create partnerships and focus on events to get the word out in this market rather than use traditional marketing vehicles.

Among the biggest challenges Parra sited in creating a Hispanic marketing program is translation. Since Virgin Mobile wants to use contemporary, hip language to speak to their customer, who is a younger audience, much of their verbiage is slang which varies from country to country. She also found it was not easy to track who was Hispanic in their customer base to see if they were really reaching their target. Since Virgin does not ask for race in their customer profile, she needed to rely on zip codes to estimate the Hispanic customer base.

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Alumna Spotlight



By Leslie Neviaser '06

In business we learn that companies reposition, reinvent and rename themselves. Faith Tomases '78 helps companies undertake these tasks. Ms. Tomases has created her own exciting business, Tomases + Company, on the Upper West Side, within a very niche marketing field. She is an identity strategist with expertise in the specific problems of image, naming and nomenclature systems, and design and marketing communications.

Since 1990, Ms. Tomases has worked independently and in partnership with corporate communications consultancies in the development of corporate and brand identities, positioning and communications planning, retail and package and logo design, marketing material preparation, and name development.

Her career path is unique from many of our peers. After receiving an AB in American Civilization from Brown University, Ms. Tomases studied interior design at Pratt Institute Graduate School of Design. She learned she was a better talker than a drawer which led her toward Columbia's MBA program where she studied marketing.

Upon graduation she accepted a marketing position at a furniture manufacturing conglomerate through a Columbia Business School alum. Seeking more creativity, she followed her instinct and began searching for opportunities in brand consulting. Many cold calls later, she received her first break which led to positions at Siegel & Gale, Landor Associates, and Lister Butler, three New York identity firms. After gaining further experience she then began to work independently.

What she loves about her career is the variety of projects and clients, the creativity and problem solving, and the continuous learning, which comes naturally when she is working with clients in different industries, such as within toys, food or insurance. Ms. Tomases recalled initially that she felt too shy to promote her services through the stereotypical "salesperson pitch". She learned that she was more successful by letting her true self shine through. While it is risky to work independently and to face uncertainty of when the next job will come, Ms. Tomases takes these risks because of the great satisfaction she receives. Best of all she likes her boss.

The Columbia MBA opened doors for Ms. Tomases, but the opportunities were still up to her to find. Through networking, she learned about different careers. Columbia Business School has great networks of alumni available to

us to learn about opportunities that may or may not come right to the campus door. Columbia faculty and students are also working hard to build the reputation of and enhance Columbia's marketing program, demonstrated by events such as the first Marketing Conference held this fall, which Ms. Tomases attended and thought was excellent.

Although it may sound cliché, Ms. Tomases is also an inspiration to follow your dreams. Owning her own business was something she always fantasized about, but never really thought would happen. It is something that she has accomplished while also fulfilling her dream of being a mother as well. She truly is an example of what can happen when we follow our passions.

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Academic Year 2005-2006 Events

By Elena Ferchteter '07

The mission of the Marketing Association of Columbia is to provide students with resources to pursue a career in marketing. To achieve its mission, MAC organizes events that provide learning and networking opportunities to marketing students. Throughout the year, MAC members attend career discussion panels, guest lectures, workshops, brown bag lunches with faculty and industry professionals, student-alumni dinners, and many other exciting events. In the Fall of 2005, MAC calendar was highlighted by:

- American Express Lunch & Learn – VP of American Express discussed marketing efforts for the IN:NYC card
- "Second-Years Tell All" panel – MAC second-years discussed internship recruiting and the summer internship experience
- Day in the Life of a Brand Manager – Unilever Brand Managers talked about working as a brand manager at a leading consumer packaged goods company
- American Express Mock Interviews – first-year MAC members had an opportunity to practice their interview skills through a mock interview with American Express
- First Annual Marketing Conference – included keynote speeches from John Hayes, CMO of American Express and Lew Frankfort, CEO of Coach, panel discussions with leading industry practitioners, and a networking reception
- David Neeleman, CEO of Jet Blue, talked about revolutionary marketing at Jet Blue
- Colgate Company Visit – Colgate hosted 25 first-year MAC members at their corporate headquarters in Manhattan

Some of the event planned for the Spring of 2006 include:

- Interview Preparation with 2nd Years
- Alumni Dinners
- Marketing in the Art World Panel
- Unique Careers in Marketing Panel
- Presentation Skills Workshop
- Flagship Store Tour

For a comprehensive list of MAC events, please visit our website:
<http://www0.gsb.columbia.edu/students/organizations/mac/>

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Student & Alumni Announcements

Listed here are personal announcements of our students and alumni. If you have an announcement you would like to share with MAC current members and alumni through our newsletter, please contact Elena Ferchteter, AVP of Communications, at EFerchteter07@gsb.columbia.edu

- Michael Tiger '06 and Rachel Altman were engaged on November 11th at the Mohonk Mountain House in New Paltz, NY. They are planning to be married in the spring of 2007.
- Dan Rohtbart '07 and Betsy Morse '06 got engaged on October 22nd. They will be married in August 2007.
- Robyn Sparks '06 married David Veal on October 8th in Bermuda. Fun fact about the wedding: there were no tuxes – the groom and his attendants wore traditional Bermuda shorts.

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We would like to hear from you!
Please visit our website:
www.gsb.columbia.edu/students/organizations/mac
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