

The Marketing Association of Columbia (MAC) is pleased to present its Spring 2008 newsletter. In this issue:

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President's Address



Michelle Kwong Rutherford '08

Dear Fellow Marketer,

We are proud to send you our Spring '08 edition of the Marketing Association of Columbia's biannual newsletter.

We've had a very busy year with events including our Third Annual Marketing Conference, which brought high-visibility speakers like Jim Kilts (former CEO of Gillette, Kraft, and Nabisco) and Steve Riggio (CEO of Barnes and Noble) to campus. We collaborated with many new marketing companies that were recruiting on-campus at Columbia Business School for the first time. We also have continued to develop closer partnerships with the Marketing faculty, Administration, Career Management Center, and Admissions and we hope that we have helped raise the visibility and reputation of Marketing at Columbia.

I am also pleased to introduce your 2008-2009 MAC President, Patricia Baione '09. Along with the new Board of VPs and AVPs, Tricia will continue to build MAC's foundation as one of the school's most active and respected professional clubs. I want to thank our current Board members for making this year a success and to wish our new Board all the best for next year.

This edition of our newsletter spotlights a Columbia marketing professor, profiles alumna Julie Galluzzo ('04), recognizes the most popular professors and marketing courses of this past year, and introduces you to our new 2008-2009

MAC Board. We welcome your comments and hope to see you back on campus for the Fourth Annual Marketing Conference this fall.

Warmest regards,

Michelle Kwong Rutherford '08
President
Marketing Association of Columbia

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Professor Spotlight: Brett Gordon



By Matt Lowenbraun '09

Professor Brett Gordon joined the marketing department at Columbia Business School prior to the start of the latest academic year. His research interests focus on the field of empirical industrial organization, which is the study of strategic behavior among firms, the structure of markets, and their interactions. Professor Gordon currently teaches the Pricing Strategy elective to both MBA and EMBA students.

Why did you choose Columbia? What are your first impressions?

The strong academic profile of the school and the opportunities that New York offers were certainly key factors. The research culture of the faculty was another determinant. More generally, I have enjoyed my interactions with the rest of the faculty—we interact in the workplace like friends. The idea that because you're in New York City, that you'd get this stiff, overly businesslike work atmosphere is not true. I've found my fellow faculty members as well as the students to be quite relaxed. That's a good thing (usually).

Your research focuses on pricing strategies and product innovation, particularly within the high-tech sector. What do you see as key trends and ideas in this area?

My initial research focused on the difference between pricing in a growth versus non-growth market. As the consumer base changes, how does the environment in which products are sold and marketed need to change? In the PC and high-tech consumer goods area, companies discounted and marketed their products in one way in 1999-2000, but found that taking a similar tactic when those users needed to upgrade a few years later was unsuccessful. What the PC companies missed

was how their existing consumer base had changed. Consumer preferences and behavior had changed and they missed that.

My current research, which I hope will be quickly applicable, is interested in how websites influence buying behavior. Most people browse the web while shifting between different goal states—sometimes you're just browsing, while other times you are in buying mode. What events or interactions shift a consumer's goals? For example, on Amazon.com, at what point does providing recommendations and generally customizing the user experience cause a consumer to abandon items that he/she already put in the shopping cart? How should companies manage the trade-off between completing a sale and increasing the basket size? The majority of analysis that is provided to companies now focuses on individual elements of the site experience. My research aims to examine the site experience in its totality. If we can learn something about the customer's thought process and goals, we can optimize the way a person interacts with a website and have a real impact on the relevant success metric.

What advice do you have for current marketing students to take the best advantage of the faculty at the School?

First and foremost: participate! That's how we, the faculty, get to know who you are. It's how we learn about the student body's background and interests.

We're happy to engage and be engaged by the students who we know and who participate. If you find something that you're interested in, we're usually happy to help you explore that. Projects, independent studies, and corporate connections are just some of the tools that students and faculty have at their disposal. For students that are really focused, the independent study option can be really beneficial.

Also, don't forget that this isn't a two year relationship. We love to hear about issues and situations that will come up when you're out in the workforce. It would be great to hear from some of you in three-to-five years saying "I remember this from class" or "I think this is something you'd be interested in." Not only is that kind of feedback fun for us, but it can also help you out (you might even get some free consulting out of it!) and it helps inform our own classroom discussions.

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Alumna Spotlight: Julie Galluzzo ('04)



By Michelle Tolkin '09

Julie Galluzzo, the new Associate Director of Alumni Relations at Columbia Business School was a member of the class of 2004. While working at marketing agencies, Julie realized she wanted to get a more well-rounded business education. Attending Columbia Business School and having exposure to different aspects of business helped Julie prepare for the next phase of her career.

Why did you want to come to Columbia Business School?

"I knew I wanted to go to business school because I was working for someone with her MBA and she taught me things that I hadn't learned from previous managers. When I asked where she learned them, she said, B-school, and it inspired me to get my MBA."

Julie chose Columbia for its core curriculum and overall business education. "It forced me to take courses I wouldn't have taken. My marketing background was there. I felt the best way to enhance it was to become more well-rounded. Also, the quality of the programming and the faculty were aligned with what I was looking to do."

Do you feel that Columbia met your expectations? Did Columbia exceed your expectations in any way?

Julie says that Columbia definitely met her expectations and exceeded them in the caliber of the student body. "There were a wide range of people with diverse backgrounds across many industries, home countries, and interests. Now, as I work here, Columbia has more than exceeded my expectations with the introduction of the Master Class program and the CaseWorks initiative."

What did you do post B-School?

"I went back into marketing agency life for three years, mainly at Digitas, because I found that it was the environment I thrived in and enjoyed. And I felt I could apply the skills that I learned in business school to a job in which I knew the basics. Now I work in Alumni Relations at Columbia Business School as an Associate Director with a focus on young alumni and student relations."

What are your day-to-day responsibilities?

"My main responsibilities focus on helping students connect with alumni for conferences, speaking events, and mentoring opportunities. as well as developing programs to engage young alumni with the School."

What have been some of the highlights of your post-MBA career?

Julie says that one of the highlights post Columbia is realizing the value of the connections she made with her classmates. Also, coming back to work for the business school has been everything she wanted it to be. "I was looking to work in a field where I felt passionate about what I was marketing and Columbia has provided me that opportunity. Reconnecting with all the people at the School has been incredible."

How did Columbia prepare you for your job?

"Columbia helped prepare me for the management roles I took on after my MBA. I felt the classes I took in management allowed me to look at things differently than had I not gone to school. The overall education experience prepared me by teaching me skills I could bring to the table that others didn't have. I was able to look at things from a different angle. For instance, there are financial aspects to a marketing challenge that aren't always apparent. Seeing things from that angle while working at an agency was very rewarding for me."

What was your favorite class?

"Intro to marketing with Professor Gupta was my favorite. Even the finance kids walked out and said that it was a great class. I loved it!"

What advice do you have for current Columbia students?

"Follow your passion! Even if you can't do it right away, figure out what's important to you and follow that path. Also, stay connected to the school. You never know where it can take you..."

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The MAC Awards

This April, MAC surveyed its members for the 2nd Annual MAC Awards. The winners are:

- **Most Engaging and Dynamic Professor** – Professor Bernd Schmitt
Honorable Mention: Professor Hitendra Wadhwa

- **The Class That Prepared You Most For Your Future Career** – Entrepreneurial Selling, Professor Eric Baron
Honorable Mention: New Product Development, Professor Olivier Toubia

- **Best Marketing Class You've Taken at CBS** – Managing Brands, Identity & Experience, Professor Bernd Schmitt
Honorable Mention: New Product Development, Professor Olivier Toubia

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Academic Year 2007-2008 Events

By Darlene Litam '08

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 Spring of 2008, the MAC calendar was highlighted by various events:

- To demonstrate the exciting world of PR, **Weber Shandwick** created an "office challenge" and gave MAC members and insider's look into the world of PR stunts.
- During the first annual Alumni Forever Week, MAC and the Office of Alumni Relations hosted a **Young Alumni Marketing Panel**, with Bill Dickey '05, Senior Manager, Plasma TV Marketing, Samsung Electronics America, Jessica Green '05, Senior Manager, Marketing, American Express, and Mamta Patel '04, Manager, Business Strategy, Arnold Worldwide, as speakers.
- **Ove Haxthausen** '96, Vice President, Millward Brown Optimor, a consulting agency, shared his firm's research and his experience on the subject of **How Brands Drive Shareholder Value**.
- At the **Contemporary Branding** talk, Sasha Strauss, Managing Director, Innovation Protocol, an LA-based strategic brand consulting firm, discussed innovative approaches to strategic brand development.
- MAC Members got a sneak peak at the new **Columbia Business School Branding Ads** from the Department of External Relations before they were shown to the public.
- At the **Changing Face of Movie Marketing**, panelists from inside and outside studios spoke about recent movie marketing efforts and upcoming movie promotions. Panelists included Peter M. Corrigan, CEO, Submedia, Stephen Bruno, Senior Director of Marketing, The Weinstein Company, and Blake Callaway, VP Brand Marketing, SCI FI Channel, NBC Universal.
- **Marketing Electives & Cocktails** informed students of the exciting

Marketing courses for the 2008-2009 academic year, announced winners of **The 2nd Annual MAC Awards**, and engaged members in an exciting **Branding Trivia Contest**.

- As part of **Leadership and Ethics Week's Values and Marketing Workshop**, Mitch Baranowski, Co-Founder, Bemporad Baranowski Marketing Group (BBMG), facilitated an interactive workshop on how to reach the socially conscious consumer.
- Current MAC members and admitted marketing students from the class of 2010 mingled at the **MAC Open House Happy Hour**.
- At **The Conscious Consumer Awakening**, Professor Gita Johar moderated a panel including Amy Hall, Director of Social Consciousness, Eileen Fisher, Richard Matusow, Director of Sales, Sambazon, Gillian Core, President and Founder, Conscious Impact, Shari Aaron, Director of Strategy, Conscious Impact, and Peter Kelley, Chairman, Kelley Communications, to discuss how brands are responding to the consumer awakening and how to embrace personal values in this new work environment.

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

We always welcome your feedback regarding the events we organize. Whether you have a comment about a specific event or a general suggestion, we want to hear from you! Please contact our newly elected President, Patricia Baione (PBaione09@gsb.columbia.edu), or any of our officers.

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MAC Elects 2008-2009 Club Officers

Following the general elections held in March/April, MAC is pleased to announce the new board members for the 2008-2009 academic year. Please join us in welcoming our new officers:

President: Patricia Baione
VP Alumni Affairs: Michelle Tolkin
VPs Career Development: Alicia Graham & Miguel Murray
VP Communications: Camille Varlet
VPs Conference: Rachel Bobrow & Lucia Shon
VP Finance & Membership: Sharon Sarosky
VP Marketing Marketing: Abby Jacobs
VP Special Events: Andrew Toledano
VP Speaker Events: Matt Lowenbraun

We wish the new board the best of luck for 2008-2009!



We would like to hear from you!
Please visit our website:
www.gsb.columbia.edu/students/organizations/mac
E-mail Camille Varlet, VP of Communications:
CVarlet09@gsb.columbia.edu

