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## LCW Marketing Newsletter Volume 7 Issue 1

Touro College Lander College for Women

Lander College for Women

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# LANDER COLLEGE FOR WOMEN

 THE ANNA RUTH AND MARK HASTEN SCHOOL



May 2017

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**Co-Editors of the Marketing  
Newsletter: Rachel Gorlechen, Jamie  
Levy, and Carly Serotta**

### INSIGHTS FROM PROFESSOR TENDLER

VOLUME 7, ISSUE 1

## Welcome to the 2017 edition of the Marketing Newsletter!

"His tweets have the power to shape international relations, send stock prices up-or down and galvanize the American public."

We are watching how the 45th President Donald Trump is using this platform of unfettered communication. #Watch out World.

As Director of the Marketing Department for many years, this is certainly a first.

Taking the lead from the Commander in Chief we are committed to training our marketing students with cutting edge tools to compete in this digital, mobile, social media marketing world.

Come along for the ride of a lifetime!



*Professor Michelle Tendler, Faculty Advisor, AMA Club*



## The Power of Social Media to Change the World:

### How Social Media Can Be Used to Raise Awareness for Worthy Causes

*By Rachel Gorlechen*



In a world where nearly everyone is on social media, having a social media presence and taking advantage of the unique opportunities that social media provides is vital. Social media has become a worldwide phenomenon, its popularity forever redefining the way that people relate to one another and exchange information. In business, social media enables brands to build relationships with consumers and allows individuals to connect with likeminded people in an engaging way. However, what many don't realize is that social media can also provide charities and nonprofits the ability to reach an expansive audience while communicating with potential contributors in a personalized manner. In this way, social media can be used as a platform to promote meaningful societal causes, and ultimately foster effectual social change. Already, charities and nonprofit organizations such as ALS, Water is Life, and UNICEF have taken advantage of social media, using it as a platform to raise both funds and awareness for worthy causes.

One of the most noteworthy and successful social media fundraising campaigns of all time, as well as one that has raised a considerable amount of sums for a worthy cause, is the ALS Ice Bucket Challenge. The challenge, which began the summer of 2014, swept across various social media platforms such as Facebook, YouTube, Instagram, and Twitter, becoming a huge viral sensation. It has resulted in more than 1.2 million Facebook Videos and 2.2 million mentions on Twitter. As part of the campaign, more than 17 million individuals—including popular celebrities and public figures—were videoed dumping buckets of ice on their heads as part of a campaign to raise

awareness for Amyotrophic Lateral Sclerosis, a neurodegenerative disease, and then publicly challenged their friends to participate. All these videos were uploaded onto social media, and even those who did not directly participate in the challenge were quick to hashtag, like, and re-share these videos. In this way, the message of the Ice Bucket Challenge spread rapidly through the use of social media, uniting individuals of all different ages, demographics, and socioeconomic backgrounds behind a worthy cause. The Ice Bucket Challenge became a massive social movement, the viral success of it largely attributable to the fact that it encouraged public participation in a fun and engaging way. Prior to the Ice Bucket Challenge, many people had never even heard of Amyotrophic Lateral Sclerosis. However, the use of social media to promote ALS not only educated people about this terrible disease, but also raised more than 115 million dollars for the National ALS Association to research Lou Gehrig's disease.

Another poignant social media campaign which, like Water of Life's campaign, promoted social change by drawing attention to prevailing issues within society, is Unicef's "Like's don't save Lives" campaign. In this case, Unicef, a Swedish division of a children's charity, created a social media campaign that criticized social media support in place of action. The campaign's bold and unapologetic critique of a common behavior caused it to quickly rise to public attention, spreading like rapid fire on social media. As part of their campaign, Unicef created four YouTube videos total, each which went viral on social media. One video featured a child-actor in a third world country, describing his worry about how he will take care of his brother if he becomes sick. In the video, the boy says, "Sometimes I worry that I will get sick, like my mum got sick. But I think everything will be all right. Today, Unicef Sweden has 177,000 likes on Facebook." The purpose of these videos was to encourage people to go beyond demonstrating their solidarity on social media—which is frequently done through mindlessly liking and re-tweeting posts—by actively creating change through real world donations. Unicef's campaign was essentially a call to action. Lines like, "like us on Facebook, and we will vaccinate zero children against polio" made it clear that although social media can create positive conversation, social media activity is not enough to produce effectual and substantial changes in the world; rather, real steps must be taken. The videos' dramatic use of irony as well as their hard hitting and unprecedented critique of social media made people take notice. The videos inspired more than 10,500 tweets about the topic, and received more

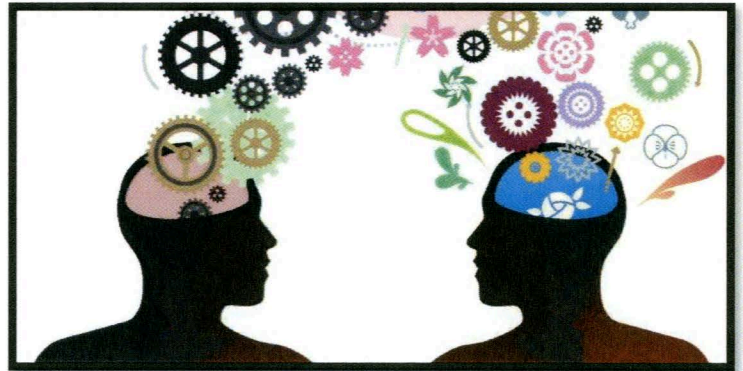
than 750,000 views across 195 different countries. The campaign's "Like's don't save Lives" strategy not only encouraged people to give funds to Unicef specifically, but ultimately, to organizations of all kinds. In this way, Unicef promoted incredible social change by addressing a major societal problem, and as a result of the campaign, many supporters of charities were turned into active donors. What makes the campaign so noteworthy is that it's the first instance of a charity publicly ridiculing social media, as it blatantly and unabashedly called people out on their actions. Unicef was not afraid and didn't tiptoe around the issue, and for the most part, people responded positively to the organization's bold, honest message. Ironically, it can be said that although the campaign criticized the misuse of social media, it is ultimately *because* of social media that the campaign went viral and gained so much attention.

Ultimately, charities and nonprofit organizations should model their own social media usage after the successful and viral social media campaigns of ALS, Water is Life, and Unicef. Key lessons can be learned from each campaign. For instance, ALS's Ice Bucket Challenge demonstrated that a campaign's success is primarily in the hands of the public and that therefore, it is vital to encourage public participation in an exciting and accessible way. The success of the Water is Life signifies the importance of keeping ones' attention on what is already trending on social media, and take advantage of existing hashtags, such as #FirstWorldProblems, to redirect the conversation on social media. Moreover, both Unicef and Water is Life, demonstrate the public's receptiveness to bold, direct campaigns that call people out on their ineffectual behavior. The fact that the success of these organizations is due primarily to their use of social media makes it abundantly clear that any nonprofit organization—and any company for that matter—who isn't taking advantage of social media is making a dire mistake. Never before has there been the ability for organizations to reach a widespread audience in such an opportune and accessible way. The success of these three campaigns makes it clear that there is a growing interest in philanthropy across the world along with a substantial number of people who are looking for ways to give back. Social media, when used in a creative and effective way, can be the vehicle for people to make a real difference in the world.

## Emotional Intelligence and Businesses

*By Tamar Rosenfeld*

Psychology today defines emotional intelligence as the "ability to identify and manage your own



emotions and the emotions of others." Hiring managers are much better off hiring people who possess high levels of EQ. They can relate well to people and this will promote business. The company will earn a reputation that they are able to connect to customers on a real level. Employees who possess this work well in teams, can adjust to change and be flexible

In Daniel Goldman's books he discusses the five categories of emotional intelligent people. The first one is self-awareness. A person who is aware of their strengths and weaknesses is able to accept criticism well. They should also be self-regulated. They should be able to clearly express emotions maturely and professionally. They should be motivated and driven by an inner ambition. They should have empathy so that they can connect with people on an emotional level. They should have good people skills so that they will avoid power struggles and they respect other people.

It is so important for employees to have emotional intelligence because they will have better communication with customers. An emotionally intelligent employee will be able to understand and cooperate with other co-workers and do a better job expressing themselves. They will have an even temperament and will be able to remain calm in all situations. This will help them effectively handle

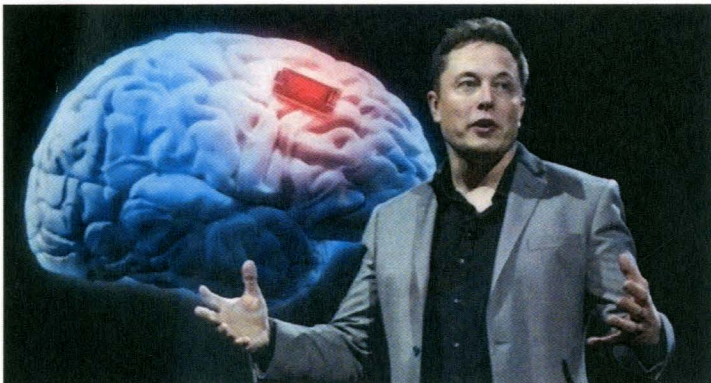
angry customers. They will be friends and get along with other co-workers. They will be able to read what the needs of clients are. Many times customers are dissatisfied. An emotionally intelligent employee will be able to read this and sense when something is wrong. They will have the foresight to know what is going on within the business. If managers see a worker is not happy, they may realize the worker is too stressed and needs help.

The question is how to determine if employees are emotionally intelligent. The first thing to do is to ask about their past. It is surprising how much their own information about themselves will give away. Gauge their reactions to things that you say. If you ask stressful questions, observe how they respond to you. Suggest hypothetical situations and see how they respond or react.

When starting a business, it is extremely important to hire capable and appropriate employees. Criterion should not only be based on a list of accomplishments. Hirers should take emotional intelligence into account in order to ensure that their business will be successful.

## **Becoming a Cyborg a New Reality?**

*By Veronica Forer*



Elon Musk, CEO of SpaceX and Tesla, and holder of the 21<sup>st</sup> place of Forbes' list of most powerful people, recently announced that he is funding Neuralink, a startup he launched about a year ago. Neuralink is registered as a medical research company in California. Their work is focused on linking artificial intelligence and the human brain. Musk believes that in a way, human beings are already cyborgs since

technology is such an integral part of our day to day lives. The only thing that limits us, according to Musk, is the fact that we don't have access to technology directly through our brain. This is where Neuralink comes in.

Neuralink is hiring some of the best researchers in the country to create an electrode using nanotechnology that can be implanted into the brain. Electrodes are not new and have been used before, but the problem with them is that they had to be physically connected to a device. Musk's aim is to connect neurons and technology without the barrier of the eyes and get rid of the physical connection needed so far and reach a level of problem free input/ output between the brain and artificial intelligence. The goal for the procedure of getting the electrodes into the human brain is that it shouldn't require surgery, but would rather be injected into the veins and arteries and make it to the needed neurons in the brain.

A question arises. Why is Elon Musk, the billionaire whose setting up solar panels, developing reusable space craft, planning spacecraft with human colonies to be sent to Mars, and getting electric cars onto the roads interested in the brain? One of the reasons Musk believes that Neuralink is necessary is that it is only a matter of time until artificial intelligence will go above and beyond what humans could ever imagine. When that happens, humans need to remain competitive and that will only work if the human brain can be merged with artificial intelligence. Another major reason for this investment by Musk is its potential to contribute to eliminating neurological conditions such as epilepsy.

There are of course many challenges that the startup will face. Getting the nanotechnology to work with neurons and artificial intelligence, for one. Next, would be the testing of the product; getting the go-ahead to test on animals, and then humans. Then, getting it out to the public and facing the possible social and economic impacts. Many, of course, will say that the project Neuralink has in mind is pure science fiction and impossible, but many things we take for granted today were considered such less than half a century ago.

## The Color of Your Business

By Chaya Baron



All businesses are selling something. Whether it is a product or a service, we are reaching out trying to catch the attention of the customer. Living in a modern and advanced world, it is no simple task to convince a person how a specific product will benefit them and why specifically they should purchase it from you. There are three different ways with which a business imparts a message: some present logic, some implore the emotions, and yet some trigger the subconscious mind. Combining more than one and taking advantage of all aspects of marketing, will yield the greatest results which is where color plays a role. Just like music sets the tone and can change a mood, color does too. There's a science to color and the way the brain reacts to it. Therefore, the colors chosen for packaging, advertising, and branding are critical.

Many well-known brands have adopted a color as symbolism. One sees that color and automatically associates it with that particular brand. It is a way of positioning themselves in the consumer's mind. But the colors chosen are never by chance. There's meaning behind it. Each brand's "color" carries an underlying message our brains subconsciously detect.

Red is the color of energy, of power, aggression, danger, and passion. It draws attention instantaneously, is attractive, and creates a sense of urgency. Red connotes fire which is heat and action. It raises blood pressure, it is enticing, and its energy is invigorating. It's the color is used for clearance,

something coming and going quickly, something you don't want to miss.

Blue is serenity, intelligence, and aloofness. It's the color of the sky and the sea, it is peaceful, and it is comfortable. It promotes reliability and trust in a brand.

Purple is a balance of red and blue, of the energy and stability. It is royalty, power, nobility, wisdom, independence, mystery, and magic. It also has an air of truth and spirituality to it. commonly used for beauty products, purple is seen as luxurious and imaginative.

Yellow is optimism, happiness, hope, energy, creativity, analytical thinking. Orange is a combination of red and yellow. It is a balance of eagerness and happiness which results in positivity and rejuvenation, it is courage, it is inviting, outgoing, active and self-respecting, but also suggest caution and anxiety. It draws impulsive buyers, but also stimulate the logical part of the brain.

Green is renewal, growth, life, balance, and it is soothing. It is relaxing and associated with nature, health, and well-being. Its balancing of the body and emotions encourages decisiveness. Green is often used in regards to the environment.

White is innocence, purity, perfection, equality and integrity. This combination, expressed in white, results in it symbolizing importance. It is, in essence, a blank canvas with which the mind can be creative and start something new.

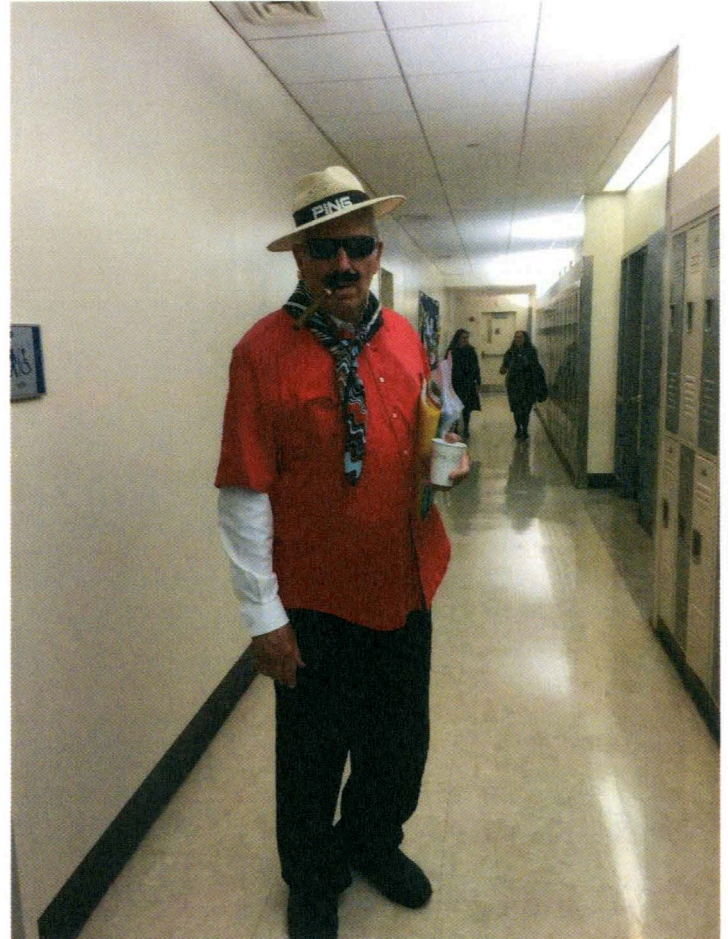
Black is associated with power, elegance, formality, evil, grief, mystery and concealment. It's a serious color which lack life. Grey is neutrality, stability, futuristic, conformity, maturation, dull and yet formal. It is similar to black in that it lacks life, but grey is less domineering. It just is. Whereas too much black can be overwhelming.

For the brain to properly interpret what it should, there must first be a visual experience. Being that the eye is very sensitive, the experience must be pleasant so the brain can process. Therefore, color alone will not suffice. Shade, intensity, vibrancy, and

combinations are all as critical and potent as the message being subconsciously sent through the color.

Research has proven that 90% of spontaneous judgment is based on the color of a product. There are two factors for this. Firstly, it's the first thing that registers in the brain and it results in a full body experience because it affects one's mood. Secondly, color is largely responsible for the niche in which one positions certain brands in their mind, and so the color automatically sparks recognition and past experiences are remembered. If color is representing a product, a service, or a brand, then it becomes part of its personality automatically. Just like clothes act as an external representation of who a person is, color becomes the identity of a product. Color is no doubt every business' business.

## ***Professor Promoting the Lighter Side of LCW!***



# SPEAKERS



At this year's JWE Jewish Women's Entrepreneur Conference: Professor Tendler with Chaya Appel Fishman

Chaya Appel Fishman is the CEO and founder of the Jewish Women's Entrepreneurship Organization. Chaya was also Professor Tendler's marketing student, a

proud graduate of LCW



Message from the Kosher Guru, "Hear This"

The Kosher Guru spoke about how to market a business (and ourselves) as well as marketing through social media! He emphasized that the field of marketing

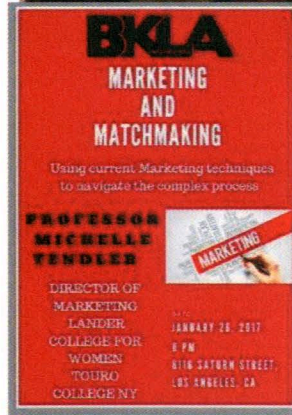
has arrived and the job market is open and competitive.



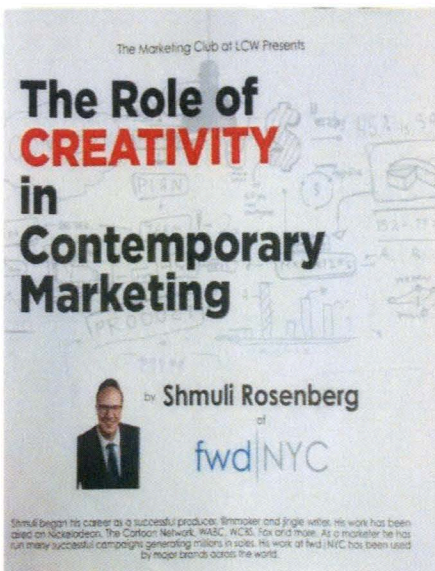
Professor Suzanna Raff, dynamic panel member on Digital Marketing Insights!



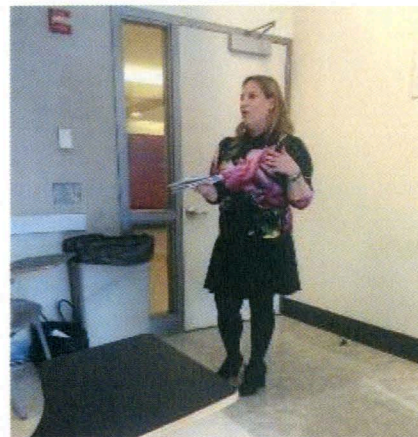
Professor Tendler lectured in LA on the topic of using marketing techniques to navigate the complex process of Shidduchim.



It was called "Marketing and Matchmaking." The presentation was well received.



Shmuli Rosenberg CEO of fwd/ NYC, spoke about many of his different marketing successes, such as Kars4Kids, and discussed Creativity in Marketing. Mr. Rosenberg also did a session of marketing consulting with each of the students in the Marketing Management class.



Entrepreneur Tehilla Blech describing her new business venture—Up2date—for the marketing management class at LCW.



# The Trip and Club Day

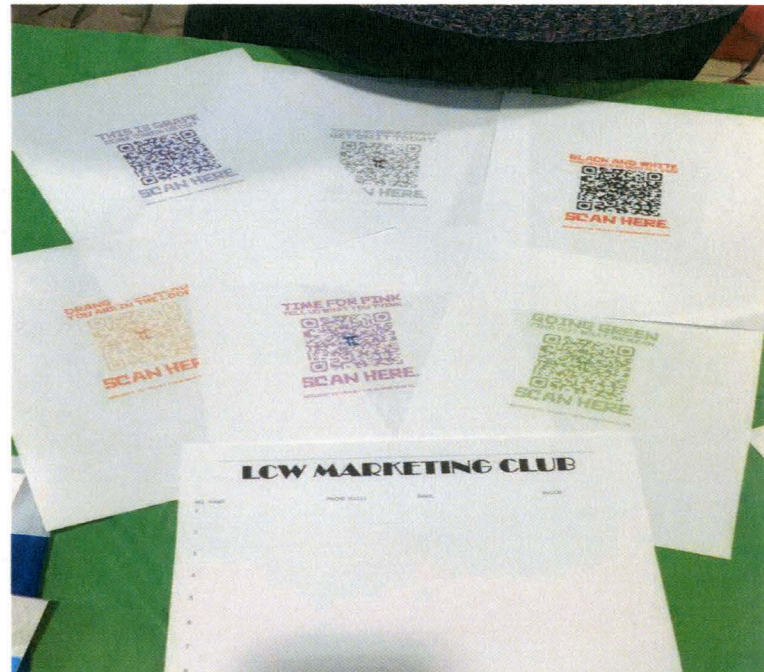
In March, the Marketing Club went to the Javits Center for the Accessories/Clothing Trade Show. The students got to see what the upcoming fashion trends would be while seeing different ways of marketing in the real world. The students found the event to be very informative and eye opening.



Club Fair Day at Lander College for Women was a huge success for the Marketing Club. Their booth acquired a lot of attention as they gained members throughout the day. The club also used their new marketing tactic that caught the attention of their peers.



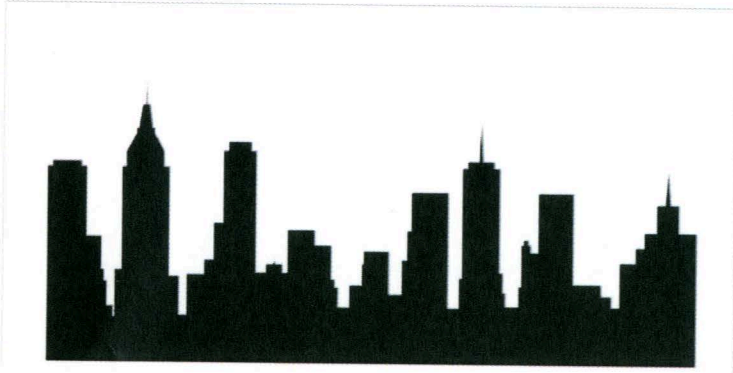
Students were asked to scan the QR code directly to our blog



# The Loop by Lander College for Women- check out our Blog!

<https://landerwomensblog.wordpress.com/>

*By Students for Students*



*Visions of LCW Marketing Class*

## Shoe Band-Aids

*By Tamar Lakritz*

### Shoe Band-Aids



Shoe Band-Aids are the latest in reducing waste and saving money. Shoe Band-Aids allow you to patch up your old shoes conveniently and fashionably.

TAMAR  
CONVENIENCE  
.IO

Shoe Band-Aids are the newest trend in the fashion world. Shoe Band-Aids are a line of unique patches that you can use to save your favorite pair of shoes or add something new to your old pair. Shoe Band-Aids come in a pack of 2 for the low price of 6 dollars per pair. The product comes in 12 different colors and we are looking the expand to even more colors and to introduce patterns. The Shoe-Band Aid is waterproof and comes with an adhesive on the back to stick to your shoe. We also have a line of 2 different materials that we are looking to expand. Currently, we have leather and fur and we would love suggestions from our customers after the product launches.

Currently, our product is available online through our website [shoebandaids.com](http://shoebandaids.com) and through individual sellers on [amazon.com](http://amazon.com). We would love to expand our sales into brick and mortar stores like TJ Maxx and Marshalls. We are so excited about the launch of this product! Be on the lookout for the launch of our products on our website coming soon!

## CamBack

*By: Efrat Damari*



Don't look back, use CamBack! CamBack is an app that will provide efficiency and safety to its users. Consumers will purchase the app and wirelessly connect it to a small camera that's attached to their backpack. The app will connect to the camera and users will be able to see what's happening behind them without even turning their heads. Consumers don't have to worry about theft or about being attacked. CamBack is a new way to help consumers feel safe, secure, and less worried about what might happen behind them. The good thing about CamBack is that it's convenient and simple to use. Users don't have to look back at all while walking; they simply need to look down at their phone just like they look down at it to check their texts and social media accounts. The app will even send notifications to its users when something approaches them from behind. Everyone feels safe when using CamBack. *\*\* The app that lets you see the unseen behind you. \*\**

## Globook

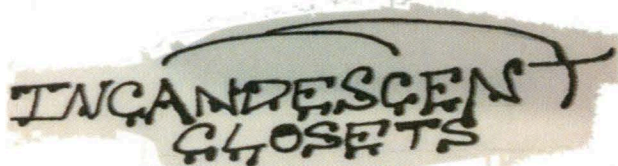
*By: Shoshana Mirlas*



The Globook is a regular book printed with special glow in the dark ink so people will no longer need light in order to enjoy a good read. A bright light in a dark room might be annoying for peoples eyes when they read at late hours in the night; the Globook takes away this issue by simply making the lamp unnecessary since the book itself would essentially be its own lantern. Even though electric readers also solve this problem, there is tremendous difference in the quality of reading between the e-reader and the Globook; this is because reading from a screen is just not the same as reading out of an actual book. The idea is that the Globook can be read comfortably both in the daylight hours as well as in the nighttime without taking away the physical aspect of a book's structure.

## Incandescent Closets

*By: Allison "Allie" Segal*



**Incandescent Closets** is a built in closet that instantly cleans, presses, and dry cleans one's clothing by the touch of a simple dial and button. This is a new platform that will allow busy adults who simply don't have the time it takes to drop their dirty, creased, and stained clothing...to the dry cleaners. Rather, one simply adds the item directly into their closet, close the door, turn the knob to the desired temperature for the fabric and press the start button. Yes, It's that

easy! My product targets anyone and everyone. Whether it's for young adolescent Flower girl dresses, because we all know toddlers spill on nearly everything or you simply need to press your wrinkled blouse, this product is for you! You can have clean and unwrinkled clothing in the time it took you would have helped your children finish their homework or cooking dinner for you and your apartment mates. Your items will be ready for wearing. Why wait for four to five business days when you can have your item ready in up to fifteen minutes. Not only is **Incandescent Closets** time saving, but it also cost saving as customers will not have to pay for gas and the actual dry cleaning. Essentially buying **Incandescent Closets** is It's not just a one-time use, it's a buy for life!

