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“Managing Online Marketing and Digital Development Strategy”

My path to Gallatin began as undecided. I left the liberal studies program without a clue in the world but simply with a continuing interest in themes that have shaped my life in ways that I could not have imagined. I have always been referred to through largely my own self-identification as a street-smart businessman, the technologist, the “fix your computer guy” and the “sell your stuff on Ebay guy.” In college I knew I wanted to find the merger of sales and marketing with technological innovation. Yet, I always found myself trying to find a context around which to formulate my education.

After taking a Digital Strategic Marketing class with Sunder Narayanan, I realized that my interests were far more aligned than I had originally realized. Not only was digital business strategy a perfect convergence of my dual interests but a field unto itself with a breadth of opportunities that spanned the ever-important gap between academia and professional opportunity. Since having my eyes opened, I have seen miraculous things. I have watched as internship interviews have turned into my creating a consulting company, my consulting company moving to the United Nations, and my consulting turning into an offer of partnership and an operating agreement with a mid-town marketing firm. If that was not enough, my tech startup got accepted into a tech incubator and just recently reached 1500 students. [Your tech company received 1500 students?]

My professional successes have given immense context in which to place my studies. I have gotten the privilege of taking a “Digital Product Management” course with Jeremy Horn (the head of product management at Viacom) at General Assembly and between my work for my company and my entire course load this semester I have really seen how “theory” and “application” can have the lines blurred simply when there is a practical laboratory to experiment with readings and exercises conducted in an academic setting. I found myself this semester learning about application development methods with Norman White in his: “Designing and Developing Web and Mobile Systems” class and then applying those same methods to reviewing my own developer’s code. I have read countless books in my independent study that I have used in my written needs assessments for clients, and I can safely say that those same assessments would not have been nearly as strong without the command of numbers given to me by my “Digital Media Analytics” class.

With my career and educational interests aligned, I will move to base my “concentration” around the idea of “Managing Online Marketing and Digital Development Strategy.” I will construct my course load to cover the technical and theoretical support structure I need to continue to be successful in my current and future endeavors. Next semester I will take classes dealing with managing data and digital trading systems to address current client needs at my job. I will also form an independent study to learn all of the methods of coding project management and code review in order to take an even more hands-on role in managing project development at my job. I will continue to take credit for my current career endeavors and I will take complementary courses such as “The Communication Revolution” in order to ground my pragmatic learning in historic and ever wider foundational groundings. I believe that by constructing my course load around the context of what I need to further my career I will not only continue feeling immensely invested in my acquisition of knowledge, but I know I will continue to expand my intellectual and professional opportunities in the future.