

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Monday, May 04, 2009 9:55 AM
Subject: NYU Offers Multicultural Marketing Class, May 15-16

NYU Offers Multicultural Marketing Class, May 15-16



New York University's (NYU) Center For Marketing will offer the multicultural marketing course, "Ethnic Marketing: How to Target the Multicultural Consumer," in an intensive two-day format on Friday, May 15 and Saturday, May 16, from 9:00am - 5:00pm on both days. The class instructor is Lisa Skriloff, Adjunct Faculty member at NYU since 2001 and President of Multicultural Marketing Resources, Inc. (MMR), a public relations and marketing firm located in NYC. The class will be conveniently located at NYU's Midtown Center, 11 West 42nd Street at 5th Avenue.

To learn more about this class or enroll now, visit, www.scps.nyu.edu/course-detail/X50.9267/20091 call 212-998-7171 or email scps.marketing.pr@nyu.edu.

The class will provide an overview of multicultural market trends and discuss specific niche markets (Hispanic, African American, Asian American, Gay/Lesbian, Disability, among others) featuring guest presenters with expertise in each market. Executives who enroll will learn about resources to develop marketing strategies and how corporations, organizations and small business owners can tap into this \$2 trillion market.

NYU classes are typically small with about 8-15 "students", professionals who have been in the workforce for 2-10 years. The class is applicable to the Certificate in Marketing and eligible for tuition reimbursement.

On both days of the class, guest speakers will share their expertise on different niche markets and discuss the most effective ways to reach these groups using traditional and innovative methods. **Guest speakers for this years' class include:** Stephanie Blackwood, Co-founder/Account Director, Double Platinum; Mindy Figueroa, President, Latin2Latin Marketing + Communications, LLC; Liliana Gil*, CPG Corporate Executive-Multicultural Marketing Specialist; Saul Gitlin*, EVP, Strategic Services, Kang & Lee Advertising; Svetlana Ivanova, VP, Advertising, RTVI (Russian TV International); JP James*, Brand Planning Director, GlobalHue New York; Jonathan Kaufman, Founder, DisabilityWorks,inc.; Candace Kennedy, Director, Sales and Marketing, Ethnic Technologies LLC.; Adrien López Lanusse, Cultural Insights Studio Director, Cheskin Added Value; Bob McNeil*, President/CEO, IMAGES USA; Jorge Reynardus*, President & CEO, Reynardus & Moya Advertising and Rupa Ranganathan, Founder, Multicultural Strategist, Executive Research Institute International.

Among the class topics:

- Asian American Marketing-Opportunities and Best Practices (Gitlin)*
- Best Case Studies for the African American and Hispanic Markets (McNeil)*
- Healthcare Marketing to Hispanics (Gil)*
- Using Name Segmentation to Identify Your Multicultural Markets (Kennedy)
- The Universal Truth: Developing Creative that Resonates with Multicultural Consumers (James)*
- The Hispanic Market, Implications and Integration (Reynardus)*
- The U.S. Hispanic Market: The Evolving Marketing Paradigm (Lanusse)
- Grassroots Marketing and Community Events (Ranganathan)
- Hispanic Marketing Case Studies in Excellence (Figueroa)
- Overview of The Disability Market (Kaufman)
- Marketing to Russian Consumers (Ivanova)
- LGBT Marketing: Opportunity and Best Practices (Blackwood)

** Member of MMR's Speakers Showcase. For complete bios visit www.multicultural.com/products/speakers.html.*

Course fee is \$695.

To learn more or to enroll now, visit www.scps.nyu.edu/course-detail/X50.9267/20091 or email scps.marketing.pr@nyu.edu.

For questions about class fees, how to register or tuition reimbursement please call 212-998-7171 or email scps.marketing.pr@nyu.edu.

For questions about class content, guest speakers or class assignments please call Lisa Skriloff, Multicultural Marketing Resources, Inc. at 212-242-3351 or e-mail lisa@multicultural.com. (Fill out the below and send to lisa@multicultural.com or just reply to this email.) For more information about MMR, visit www.multicultural.com.

Yes! Please send additional information about this NYU class "Ethnic Marketing: How to Target the Multicultural Consumer."

Please keep me informed of future classes.

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