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Ethnic Marketing: How to Target the Multicultural Consumer

Course # **MKFD1-CE9267** - School of Continuing & Professional Studies - New York University Center for Marketing

Instructor: Lisa Skriloff, President, Multicultural Marketing Resources, Inc., NYC

Schedule: Friday, April 27, 9:00 am – 5:00 pm & Saturday, April 28, 9:00 am – 5:00 pm

Agenda

Friday, April 27th

Course Overview - Review of Syllabus and Assignments/ The Multicultural Marketing Process

Lisa Skriloff, Multicultural Marketing Resources, Inc. (Instructor)

“The Business Case for Multicultural Marketing”/“Asian Marketing 101”

Saul Gitlin, Kang & Lee Advertising

“The LGBT Market”

Gaby Neves, Factory 360

“Reaching Hispanics Online” / Lunch & Learn at Terra Networks Office

Liz Sarachek-Blacker, Terra USA

“Understanding the Hispanic Market: How to Target the Hispanic Consumer”

Maria Fernanda Ordonez, SiboneyUSA

“Reaching Affluent African Americans”

Monique Myles Carswell, Black Enterprise Magazine

“Marketing to American Muslim Consumers”

Reem El Shafaki, Dinar Standard

Saturday, April 28th

“Resources for Multicultural Marketing”

Lisa Skriloff, Multicultural Marketing Resources, Inc. (Instructor)

“Strategic Marketing WITH the Disability Community of \$220 Billion”

Tari Hartman Squire, EIN SOF Communications

“Leading with Ethnic Insights: Census, AARP Case Studies”

Louis Maldonado, d expósito & partners, LLC

“Reaching Multiple Multicultural Markets”

Daniel Ocner, MediaMorphosis

“Launching into African American and Hispanic Markets with Public Relations”

Esther Novak, VanguardComm

“Understanding the Black Market: African American, Caribbean and other Diverse Communities”

Mark Walton, The Africa Channel