



Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News (MMRNews), an emailed newsletter; [The Source Book of Multicultural Experts](#) online and maintains a [Speakers Showcase](#) for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. [Lisa Skriloff](#), a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.



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NYU Offers Multicultural Marketing Course, April 19-20

March 25, 2013 - New York, NY - New York University's (NYU) School of Continuing and Professional Studies will offer the annual multicultural marketing course, "Ethnic Marketing: How to Target the Multicultural Consumer," in an intensive two-day format on Friday April 19th and Saturday April 20th 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 agency, marketing firm, publishing company and consulting firm.



To enroll visit http://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKFD1-CE9267, call 212-998-7171 or email scps.marketing.pr@nyu.edu.

The course will provide an overview of multicultural marketing trends and discuss specific niche markets including Hispanic, African American, Asian American and People with Disabilities, among others. 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.

On both days of the class, guest speakers will share expertise in their niche market and discuss the most effective ways to reach these groups using traditional and innovative methods.

Some of the guest speakers for this year's two day class include: Saul Gitlin*, Kang & Lee Advertising; Tari Hartman Squire*, EIN SOF Communications; Bob McNeil*, IMAGES USA; Maria Ordoñez, RedFuse; Stephanie Herold*, Clear Ideas M&C Saatchi and Tatiana Pagés, GreenCard Creative; Beatriz Mallory, Dortiz Ferreras-meulen, d exposito and partners and Leslie Grossman, Leslie Grossman Leadership.

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 NYU's Certificate in Marketing and meets the criteria for most corporate tuition reimbursement programs. Upon completion of this class, students can receive a grade (based on attendance and completion of two assignments) from the instructor.

Course fee is \$805. For questions about class content, guest speakers or class assignments please contact Lisa Skriloff, Multicultural Marketing Resources, Inc. at 212-242-3351 or e-mail the below form to lisa@multicultural.com. For more information about MMR, visit www.multicultural.com.

(If you are ready to register now please enroll at http://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKFD1-CE9267).

* Member of MMR's Speakers Showcase. For bios and speech topics visit http://multicultural.com/Speaker_Showcase/speakers_all.

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