

Lisa Skriloff
President
150 West 28th, Ste. 1501
New York, NY 10001



Phone 212 242 3351
Fax 212 691 5969
email lisa@multicultural.com
<http://www.multicultural.com>

Ethnic Marketing: How to Target the Multicultural Consumer
Course # **MKFD1-CE9267**

Syllabus

New York University, Marketing and Public Relations Continuing Education Programs

Course: Ethnic Marketing: How to Target the Multicultural Consumer

Course # - MKFD1-CE9267, SPRING 2013

Class Schedule: Friday April 19 9:00 am – 5:00 pm, Saturday April 20 9:00 am – 5:00 pm

Instructor: Lisa Skriloff

President, Multicultural Marketing Resources, Inc. NYC

Phone 212-242-3351; fax 212-691-5969

email lisa@multicultural.com; www.multicultural.com

Course Description

Today's so-called minority market is actually the majority in most urban areas. Targeting the nation's Hispanic, African American and Asian American populations is no longer a niche marketing activity. Corporate marketing executives, ad agency executives, organizations and small business owners will benefit from tapping into the over \$2 trillion market that these populations represent. Learn how to best reach these groups, using traditional and innovative methods from the leading experts in multicultural marketing.

Following a brief overview, the Asian American, African American and Hispanic markets will be covered. The importance of other niche markets will also be addressed, such as the Gay/Lesbian and Disability consumer markets, for example, among others. Marketing methods to reach these consumer groups, such as advertising, public relations, events, online marketing and other disciplines, will be addressed.

Adjunct Faculty Instructor Lisa Skriloff, president of Multicultural Marketing Resources, Inc. of NYC, will provide an overview and key resources. Then, a series of guest presenters will provide in depth information on each of the above markets, among others, and discuss the most effective ways to market to each group.

The course format consists of the introduction by Lisa Skriloff and then lectures by guest speakers with question/answer discussion periods on both days. The guest speakers are experts in their respective fields. Material covered will vary by speaker, depending on the consumer group and case study they present.

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.

This course is appropriate for those relatively new to multicultural marketing as well as those with some experience.

This course is an elective course. To obtain advisement on the Certificate in the Center for Marketing, please call (212) 992-3212 to set up an appointment with an advisor.

Course Objectives: As a result of having taken this course, students will be able to answer the following questions. (Answering these questions, in essay format is the first assignment.)

1. What is multicultural marketing?
2. Why should advertisers/marketers target ethnic groups?
3. What are some of the effective ways (communications disciplines) to reach ethnic markets?
4. Who are some of the advertisers/marketers, nationwide or locally, who are targeting ethnic markets and how are they marketing to them?
5. How is multicultural marketing or diversity applicable to you, professionally or personally?

Course Requirements

The students are expected to attend both days of class and complete two assignments, which they must do outside of class, based on information presented during the lectures and via independent investigation.

Students are expected to write an essay for assignment 1, then for assignment 2 conduct independent research to prepare a case study to submit to the instructor, a Power Point presentation on a topic within the realm of multicultural marketing.

Text

No textbooks are required. However, Multicultural Marketing Resources, Inc. does publish an annual guide, The Source Book of Multicultural Experts, which will be distributed in class.

The Source Book of Multicultural Experts is an annual directory of companies who are marketing experts in targeting the African American, Hispanic, Asian American and other cultural and lifestyle communities.

Students are also encouraged to use the Internet to conduct research for the two assignments. Students can also visit the website www.multicultural.com to learn more.

Grading Criteria- The grade is based both on attendance (both days), and two assignments, completion of an essay showing your understanding of the material covered and completion and submission of the presentation.

Course Policies: The student is expected to arrive on time and complete both full days of the course and both assignments in order to receive a grade.

Session Details:

Session Dates: April 19-20, 2013

Each day will include several guest speaker presentations along with Q&A

The first assignment (essay) is due one week after class has ended (**due on Monday, April 29th**)

The second assignment (Power Point Presentation) is due two weeks after class (**due on Monday, May 6th**)

BIO

Lisa Skriloff is the founder and president of Multicultural Marketing Resources, Inc. (MMR), established in 1994, a public relations and marketing firm representing the leading experts in marketing to Hispanics, Asian Americans, African Americans and other ethnic and lifestyle groups. Her company publishes Multicultural

Marketing News, an award-winning, newsletter that provides executives with business resources and journalists with story ideas and contacts. MMR also publishes an annual directory, The Source Book of Multicultural Experts. Prior to starting her business, she had a 10-year career at The New York Times, where she held a number of director level positions in Promotion, Marketing, Advertising, Circulation and Special Projects departments. Fluent in Spanish, Ms. Lisa has worked extensively in the Hispanic market. She had advertising sales responsibilities for Caballero Spanish Radio in New York and, during two years in Spain, she directed ad sales and wrote for an English language city publication in Madrid. She started her career as a Bilingual Elementary School Teacher in Madison, Wisconsin. A graduate of the University of Wisconsin – Madison, she has chaired the NY Chapter of Cabinet 99, the Women’s Leadership Council of the Wisconsin Alumni Association (WAA) and served on the Board of the WAA.

- Disclaimer: Syllabus is subject to change due to current events, guest speaker schedule changes and/or level and interests of students.