

The Flatbush Business CONNECTION

- Make your business operations more efficient
- Make your products and services more marketable

The Flatbush Business Connection is a new collaboration between the Flatbush Nostrand Junction BID and the School of Business at Brooklyn College.

The partnership will facilitate economic development of the Junction by offering a series of presentations on a variety of topics designed to help local business owners maximize their profits and meet their goals.

For more information, please contact
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Wednesday, May 9
9:00–10:30 a.m.

Brooklyn College Library, Room 411

A light breakfast will be served.

MAPPING YOUR BUSINESS FUTURE IN THE JUNCTION

Presented by Veronica Manlow, assistant professor of business and marketing in the School of Business.

What are the opportunities and challenges for businesses in the Junction. An overview of what we know about changing demographics, the profile of the consumer, and his or her attitudes and behaviors. How can businesses meet the demands of existing consumers and reach out to new consumers?

SOCIAL MEDIA MARKETING

Presented by Tomas Lopez-Pumarejo, associate professor of business and marketing in the School of Business.

After a presentation on how businesses can use social media marketing tools to enhance business and to better reach new and current customers, students will be available to work individually with businesses at workstations to explore issues such as creating a website, and using Yelp, Facebook and Twitter.

Wednesday, May 23
9:00–10:00 a.m.

Brooklyn College Library, Room 411

A light breakfast will be served.

STUDENT MARKETING PRESENTATIONS FOR AREA BUSINESSES

Students will present results of a final strategic marketing project aimed at providing suggestions to help businesses connect to and market their services to the Brooklyn College community.

An award for the best student marketing group project for a Flatbush Junction area business will be presented at this event.

