

FLORIDA STATE UNIVERSITY
UNDERGRADUATE MINOR IN HISPANIC MARKETING COMMUNICATION
LIST OF APPROVED COURSES

Other 3000 or 4000 level courses accepted upon Program Director's approval

PLEASE NOTE: TO SEE COURSE DESCRIPTIONS CLICK ON THE COURSE NAMES

* = These courses have prerequisites.

Business and Marketing Strategy/Behavioral Theory
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ANT 3610	Language and Culture
ANT 4163	Mesoamerican Archaeology
ANT 4166	Ancient Mesoamerica
ANT 4302	Sex Roles from a Cross-Cultural Perspective
ANT 4309	Conquest of Americas
ANT 4323	Peoples and Cultures of Mexico and Central America
ANT 4640	Sociolinguistics
CPO 3034	Politics of Developing Areas
CPO 3303*	Politics of Latin America
ECS 4013	Economies of Development
GEO 4421	Cultural Geography
GEO 4602	Urban Geography
HUM 3321	Multicultural Dimensions of Film and 20th Century Culture
HUM 3324	Cultural Imperialism
INR 4244*	Studies in International Politics: Latin America
MAN 3600	Multinational Business Operations
MAN 4605*	Cross-Cultural Management
MAN 4631*	International Strategic Management
MAN 4680r*	Explorations in International Management
MAR 4156*	Multinational Marketing
MMC 4300	Communication and Change: The Diffusion of Innovations
PAX 3300	Global Inequality
PET 4259	Race and Ethnicity in Sports
POT 3075	Culture and Politics
SOP 4722	Prejudice & Stereotypes
SOW 4620	Diversity in Social Work
SOW 4627	Mental Health of Diverse Populations
SPC 4710	Interracial/Intercultural Communication
SYD 3020	Population and Society
SYD 4700	Race and Minority Group Relations
SYO 3530	Social Class & Inequality
SYO 4374	Gender and Work
URP 4402	Sustainable Development

Hispanic History and Culture

GEA 4405	Latin America
HUM 3930	Latin American and Spanish Film
LAH 3411	History of Mexico, Central America, and the Caribbean
LAH 3456	History of Panama Since 1940
LAH 3500	History of South America
LAH 3734	Latin American History through Film
LAH 4430	History of Mexico
LAH 4470	History of the Caribbean
LAH 4723	Race and Class in Latin America
LAH 4748	Social Revolution in Latin America
MUH 4541	Music of Latin America
MUH 4542	Music in Latin America II
MUH 4543	Music in the Caribbean
REL 3375	Afro-Caribbean Religion
REL 4564	Modern Roman Catholic Religion
SPN 3510	Cultures of Iberia
SPN 3520	Cultures of Latin America
SPN 4540	Regional Cultural Studies
SPT 3130	Latin American Literature in Translation
SPT 3391	Hispanic Cinema
SPW 4140	Hispanic Love and Violence
SPW 4150	Transatlantic Encounters
SPW 4301	Hispanic Culture and Performance

Modern Literature and Practical Language Application

<u>SPN 3332</u>	<u>Communication in Language and Culture I</u>
<u>SPN 3333</u>	<u>Communication in Language and Culture II</u>
<u>SPN 3350</u>	<u>Spanish for Heritage Speakers</u>
<u>SPN 3440</u>	<u>Language and Culture in Business</u>
<u>SPN 4420</u>	<u>Advanced Spanish Composition and Translation</u>
<u>SPN 4440</u>	<u>Business Writing in Spanish</u>
<u>SPN 4740</u>	<u>Hispanic Sociolinguistics</u>
<u>SPN 4780</u>	<u>Spanish Phonetics</u>
<u>SPN 4930r</u>	<u>Studies in Hispanic Language</u>
<u>SPW 3030</u>	<u>Approaching Hispanic Literature</u>
<u>SPW 3104</u>	<u>Readings from Modern Spain</u>
<u>SPW 3132</u>	<u>Reading from Early Spanish America</u>
<u>SPW 3493</u>	<u>Readings from Modern Spanish America</u>
<u>SPW 4190r</u>	<u>Special Topics in Hispanic Languages and Literatures</u>
<u>SPW 4481</u>	<u>Contemporary Spanish Women Writers</u>
<u>SPW 4770</u>	<u>Caribbean Literature</u>

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CENTER FOR HISPANIC MARKETING COMMUNICATION
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Business and Marketing Strategy/Behavioral Theory
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[ANT 3610- Language and Culture](#)

- An introduction to and examination of human language, its relation to perception and cognition, and its role in social interaction.
- This will include verbal as well as nonverbal communication modes, their variety and complexity, the evolution of language, and language change.

[ANT 4163- Mesoamerican Archaeology](#)

- Investigates the development of high civilization in ancient Mesoamerica.
- Evidence is drawn from archaeology, art, architecture, ethno-history, and ethnography.

[ANT 4166- Ancient Mesoamerica](#)

- May be repeated to a maximum of nine (9) semester hours.*
- Each topic focuses on a regional civilization of ancient Mesoamerica (such as Maya, Olmec, or Mixtec).
- Aspects of prehistoric society covered include subsistence systems, trade, social and political organizations, ideology, calendrics and astronomy, language and writing, artifacts, architecture, sculpture and painting.
- Format is seminar with presentations, research reports, and discussion.

[ANT 4302- Sex Roles from a Cross-Cultural Perspective](#)

- Sex roles in anthropological perspective with emphasis on data from archaeology and ethnology.
- Special emphasis on the interpretation of sex roles by anthropologists in the field.

[ANT 4309- Conquest of Americas](#)

- This course examines the conquest of the Americas.
- It explores the arts of domination, power, and resistance and specific historical encounters where such arts are employed.

[ANT 4323- Peoples and Cultures of Mexico and Central America](#)

- Provides an overview of Mexico and Central America and the multiplicity of cultural and linguistic groups within the developing modern nations from an anthropological viewpoint.
- Discusses cultural values and the problems of reconciling modern society with traditional peasant and indigenous ethnic groups, as well as institutions such as kinship and family;

technology, work, and ecological adaptations; social organization, political integration, religion, and ceremonial life.

ANT 4640- Sociolinguistics

- This course provides students with an understanding of the role language plays in society as a means of communication and as a social diacritic, as well as a primary vehicle of enculturation and acculturation.
- Topics include the methodology and theoretical foundations of sociolinguistics, linguistic variation in a social context, social and geographical dialects, bi- and multilingualism, and literacy and language planning, as featured in case studies from around the world.

CPO 3034- Politics of Developing Areas

- Course examines how economic and social conditions affect politics and government in Africa, Asia, Latin America, and/or the Middle East.
- Typical topics include theories of economic development, cultural influences on politics, religious and ethnic conflict, changing roles of women in the developing world, foreign aid, causes and consequences of poverty, causes of revolution, environmental policies, military regimes, and corruption.

CPO 3303*- Politics of Latin America

**Prerequisite: CPO 2002 or instructor consent.*

- Course examines Latin American politics after the mid-20th century.
- Examines the historical, economic, and international contexts in which Latin American political systems function, and identifies challenges to democracy and development.
- The specific Latin American countries covered will vary.

ECS 4013- Economies of Development

- Economic development as a process, description and analysis; alternative theories of development; particular problems and policy responses to them; strategic choices in development policy.
- Main focus is on third world economies.

GEO 4421- Cultural Geography

- The study of the processes by which various cultural features have diffused throughout the world.
- Emphasis is on the contemporary cultural landscape.

GEO 4602- Urban Geography

- The historical growth of cities; spatial structure of commercial, industrial, and public facilities within cities; residential segregation; urban poverty and fiscal distress, and urbanization in the third world.

HUM 3321- Multicultural Dimensions of Film and 20th Century Culture

-Offered ONLINE

- Explores diversity within Western culture by focusing on film as a key medium for shaping social and cultural attitudes and values.

-Primary emphasis will be placed on the themes of race and gender but the student will also be trained in the analysis and appreciation of film as a uniquely modern art form.

HUM 3324- Cultural Imperialism

-Offered ONLINE

-An analysis of the significant works of literature and the other arts created under the dominant imperial cultures.

-The course focuses upon themes relating to colonial subjugation.

-Works will be analyzed from the perspective of the dominating culture and from the contrasting vision of the subjugated colonial cultures.

INR 4244*- Studies in International Politics: Latin America

**Prerequisite: INR 2002 or consent of instructor.*

-Latin America in the international political system.

-With emphasis on the United States and Latin America.

MAN 3600- Multinational Business Operations

-Surveys the essentials of international production and trade and the problems managers encounter in international business environments.

MAN 4605*- Cross-Cultural Management

**Prerequisite: MAN 3240.*

-Course studies the unique issues of managing in non-native culture.

-Discusses management situations where members of more than one cultural group are included, along with strategies for maximum effectiveness in such situations.

MAN 4631*- International Strategic Management

**Prerequisites: ECO 2013, 2023; MAN 3600.*

-Course focuses on the international dimensions of strategic management, including environmental and political issues affecting global competition.

-Special emphasis is given to the multinational enterprise and strategic options available for effective worldwide competitive advantage.

MAN 4680r*- Explorations in International Management

**Prerequisites: ECO 2013, 2023; MAN 3600.*

-May be repeated to a maximum of six (6) semester hours.

-Selected topics in international management will vary depending upon the instructor for the course.

-Topics such as cultural influences on management, international personnel management, and other related management topics will be discussed.

MAR 4156*- Multinational Marketing

**Prerequisites: MAR 3023; MAN 3600.*

-Introduces the student to marketing management decision making in international environments through the use of cases and/or business games.

MMC 4300- Communication and Change: The Diffusion of Innovations

-An analysis of the process of change in developing countries, particularly from the standpoint of how communication is used in the introduction, spread, and adoption of new ideas.

PAX 3300- Global Inequality

-This course deals with the social, political, and economic issues which have polarized the world into the have and have not nations.

-Special attention in this course is given to the problems and perspectives of the third world: poverty, economic resources, cultural and political conditions, population growth, food, social service needs, the impact of technology and new modes of communication, developments in educational reform, problems of social change, and the role of third world countries in world politics.

PET 4259- Race and Ethnicity in Sports

-This course examines the unique role and impact racism and ethnicity have had in the world of sport.

-Teachers and coaches of all levels of sport organizations are introduced to the realities of bias and prejudice within sport.

-The experiences of numerous ethnic minority groups and their challenges to participate, compete, coach, manage, lead and own sport organizations in the United States also are examined.

POT 3075- Culture and Politics

-Values, beliefs, and symbols-in short, culture-underlie and energize the processes of politics and government.

-Covers the analysis of those social and cultural forces that often structure or determine political events.

SOP 4722- Prejudice & Stereotypes

-This course explores the nature of prejudice and stereotyping in our society using a social psychological perspective.

SOW 4620- Diversity in Social Work

-This course will enhance student's understanding of human diversity and will prepare them to work with ethnic minorities, women, gays and lesbians and people with disabilities.

-Students will understand the connections between diversity issues and social and economic justice.

SOW 4627- Mental Health of Diverse Populations

-This course examines various factors that impact the mental health of minorities, women and other diverse populations; special focus on mental health needs, accessibility and services will be addressed.

SPC 4710- Interracial/Intercultural Communication

-An exploration of interracial and intercultural communication and the philosophies that underlie the concept.

SYD 3020- Population and Society

-This course examines the causes and consequences of population change in the U. S. and the world with an assessment of the impact of demographic change on various social institutions.

SYD 4700- Race and Minority Group Relations

-An introduction to prevalent sociological concepts and theories utilized in the study of dominant-subordinate relationships between groups.

-The social significance of minority status is emphasized.

-Once introduced, concepts and theories are applied to the experiences of several nonwhite ethnic groups in the US with special attention being devoted to contemporary black-white relationships.

-The reemergence of white ethnicity is discussed in relation to the above.

SYO 3530- Social Class & Inequality

-Basic theory of social stratification is presented and used in description of the stratification system in the United States and other nations.

-Opportunity for social mobility in the social structure is assessed and compared with rates of mobility in other countries.

SYO 4374- Gender and Work

-This course is an introduction to the cultural and structural mechanisms that reproduce gendered outcomes in the workplace.

-It addresses occupational segregation, the wage gap, sex differences in promotions, unpaid family work, explanations of inequality, strategies for change and resistance to change, and the intersections of gender, race, and class.

URP 4402- Sustainable Development

-Examines various dimensions of the sustainable development paradigm and its local-global policy implications, issues, and controversies with a focus upon North American and Latin America.

-Organized in three modules: 1) environmental philosophies that have influenced the movement; 2) North American approaches to planning for sustainable development; and 3) critical issues of sustainable development in Latin America.

Hispanic History and Culture

GEA 4405- Latin America

-The contemporary Latin American landscape, its historical formation, societies and problems.

HUM 3930- Latin American and Spanish Film

-No description provided.

LAH 3411- History of Mexico, Central America, and the Caribbean

-Covers the history of Mexico, Central America, and the Caribbean nations of Cuba, Dominican Republic, Haiti, and Puerto Rico from the Indian civilizations of the remote past to the social conflicts of the present.

LAH 3456- History of Panama Since 1940

-Covers the history of Panama from 1940 to the present.
-Emphasizes the impact of WWII, politics, social change and democracy in Panama.

LAH 3500- History of South America

-An introductory survey from the Inca Civilization to modern Chile, Peru, Argentina, etc.
-Emphasis is placed on the contrasts and conflicts between Indian and European culture and on basic social, economic, and political evolution.
-The persistence of "underdevelopment" and poverty are also explored.

LAH 3734- Latin American History through Film

-Introduction to Latin American history through films.
-Analysis of how Latin Americans are portrayed in international and national cinema.
-Integration of television and literature to illustrate the impact of mass media on Latin Americans.

LAH 4430- History of Mexico

-Covers the history of Mexico from the great Indian empires to the present
-Emphasizes the 19th and 20th centuries.
-Deals with cultural and social history as well as political movements.

LAH 4470- History of the Caribbean

-Cuba, Puerto Rico, and other Caribbean societies are the subjects of this course.
-European and United States colonialism and local Caribbean forces are studied to help understand the area's social, economic, and political problems and prospects.

LAH 4723- Race and Class in Latin America

-This course is a comprehensive examination of Latin America from 1492 to 1830, with emphasis on native and African reactions to colonial rule and the creation and growth of multi-ethnic groups and their solidification into classes.

LAH 4748- Social Revolution in Latin America

-Thematic coverage of the history of social revolutionary movements in Latin America, using specific case studies drawn from, among others, the Mexican, Bolivian, and Cuban revolutions.

MUH 4541- Music of Latin America

-A study of the diverse musical cultures of Latin America, including Native American, European, African, and Asian derived and syncretic or mestizo forms.

MUH 4542- Music in Latin America II

-A study of the religious and art music of Latin America from the Colonial Period to the present.

MUH 4543- Music in the Caribbean

-A survey of the music of the Caribbean Basin from Cuba to Trinidad-Tobago, coastal regions of northern Venezuela and Colombia, and eastern coasts of Central America and Mexico.

REL 3375- Afro-Caribbean Religion

-A survey of the roots and current manifestations of the religions of the African Diaspora, with a focus upon both the Caribbean and Latin America.

-Special attention will be given to Voodoo and Santeria.

REL 4564- Modern Roman Catholic Religion

-The Catholic Church from the Council of Trent to the present day.

-Special consideration given to Vatican II, current problems, and leading thinkers.

SPN 3510- Cultures of Iberia

-This course provides students with fundamental knowledge about the cultures and history of the Iberian Peninsula in an effort to enhance their cultural and historical knowledge.

-This course also aims to improve their basic communicative skills in Spanish.

SPN 3520- Cultures of Latin America

-This course provides students with fundamental knowledge about the cultures and history of Latin America in an effort to enhance their cultural and historical knowledge.

-This course also aims to improve their basic communicative skills in Spanish.

SPN 4540 Regional Cultural Studies

-This course will provide students with exposure to texts and cultural productions from specific regions of Latin America, Spain or the Latino enclaves in the U.S.

-Texts may include historical documents, legends and myths, poetry, fiction, essays, or popular music.

SPT 3130- Latin American Literature in Translation

-Reading and study of some of the outstanding modern prose writers of Latin America, such as Azuela, Carpentier, Borges, Rulfo, Fuentes, Garcia Marquez, Machado de Assis, and Amado.

-Taught in English; does not count toward major or minor in Spanish.

-This course counts for Latin American and Caribbean studies major and minor.

SPT 3391- Hispanic Cinema

-Study of the films, movements and directors of Hispanic cinema; taught in English.

-May not be applied toward major or minor literature credit in either Spanish or Latin American and Caribbean studies.

SPW 4140- Hispanic Love and Violence

-This course explores poems and other forms of expression that address the complexities of the sentiments of love and violence in the manner that it has been expressed in Hispanic culture.

-It will introduce and engage these topics as they relate to issues of gender, national politics, and culture from Latin America to Spain.

SPW 4150- Transatlantic Encounters

-This course emphasizes the cultural and historical connections between Spanish America and Spain.

-Topics of study may include the subaltern in early Spain and Spanish America nineteenth-century nation identities, and Modernismo/Generacion del 98.

SPW 4301- Hispanic Culture and Performance

-The study of dramatic works or performances from a Spanish-speaking region within a particular period including its socio-historical, literary, biographical, and cultural contexts.

-Students may participate in a workshop production of the work(s) studied.

Modern Literature and Practical Language Application

SPN 3332- Communication in Language and Culture I

-Prerequisite: C- or higher in SPN 2240 or equivalent; Closed to heritage or native Spanish speakers.

-This course uses an integrated skills approach to develop an understanding of Hispanic culture and to extend the growth of communicative proficiency in Spanish.

SPN 3333- Communication in Language and Culture II

-Prerequisite: SPN 3332 or equivalent; Closed to heritage or native speakers of Spanish.

-This course is the second semester of the integrated skills sequence.

-In this course, students will deepen their understanding of Hispanic culture and the development of communicative proficiency and accuracy in the language.

SPN 3350- Spanish for Heritage Speakers

-This course offers intensive Spanish for heritage speakers who have had little or no formal training in the language.

-Writing skills are emphasized over oral communication.

SPN 3440- Language and Culture in Business

-This is an intermediate-level language course aimed at raising cross-cultural awareness in international business.

-It also is designed to better prepare students to meet the challenges of our global economy.

SPN 4420- Advanced Spanish Composition and Translation

-Stresses composition in Spanish with less emphasis on translation from Spanish into English.

SPN 4440 Business Writing in Spanish

-Letter writing and business terminology for conducting business in the Hispanic world.

SPN 4740- Hispanic Sociolinguistics

-This course provides students with a cultural and linguistic awareness of the Spanish language and of the various and numerous societies in which it is spoken.

-Topics that relate to Spanish may include linguistic variation, language and gender, the sociology of language, the rights of linguistic minorities, language movements, and language policy.

SPN 4780- Spanish Phonetics

- Training in the production of acceptable speech sounds in Spanish and a knowledge of when to use those sounds (allophonic distribution).
- Class meets both in the classroom and in the language laboratory.
- The nonnative speaker can profit most from this course.

SPN 4930r- Studies in Hispanic Language

-May be repeated when content varies for a total of six (6) semester hours.

SPW 3030- Approaching Hispanic Literature

- This course is a multi-genre introduction to literary analysis.
- It seeks to further develop basic language and critical thinking skills, understanding of Hispanic cultures and interpretation of Hispanic Literature.

SPW 3104- Readings from Modern Spain

-This course provides students through a variety of readings and written and oral activities with a fundamental knowledge of the critical issues related to modern Spain from 1700 to the present.

SPW 3132- Reading from Early Spanish America

- Through a variety of readings and written and oral activities, this course provides students with knowledge about early Spanish America, from approximately 1492 to 1800.
- Topics may include the conquest, slavery, mestizaje, founding cultural institutions, and the aesthetics and ideologies of nation-building.

SPW 3493- Readings from Modern Spanish America

- Through a variety of readings and written and oral activities, this course provides students with knowledge about modern Spanish America, from 1800 to the present.
- Topics may include indigenous and Afro-Caribbean cultures, multiculturalism, revolutions, globalization and border issues.

SPW 4190r- Special Topics in Hispanic Languages and Literatures

-Variable topics chosen from Spanish language movements, periods, figures, and problems.

SPW 4481- Contemporary Spanish Women Writers

-Course introduces the student to the works of 20th-century Spanish women writers and the critical attention they have received.

SPW 4770- Caribbean Literature

-This course focuses on the reading, discussion and analysis of works by Hispanic Caribbean authors, with an emphasis on the history, cultural life and social conditions of Cuba, Puerto Rico, and the Dominican Republic as it is reflected in the literature.