



FLORIDA STATE UNIVERSITY CENTER FOR HISPANIC MARKETING COMMUNICATION



PROGRAMS

&

COURSES

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About Us

The Center for Hispanic Marketing Communication at Florida State University was founded by Dr. Felipe Korzenny in 2004. The Center's affiliation, academic courses, and programs are part of the Florida State University School of Communication. The Center is the first of its kind in the United States devoted to educating students and professionals in the field of U.S. Hispanic marketing and advertising. Faculty and students working with the Center are conducting groundbreaking research and serving as an innovative resource for the Hispanic marketing industry.





Undergraduate Certificate in Multicultural Marketing Communication

The Multicultural Marketing Certificate Program consists of four undergraduate level courses offered by the FSU School of Communication. They can be taken in the classroom or online (depending on availability). Students are also required to write a Capstone Experience Paper, applying the course work to their academic or professional experience.

The program teaches processes for achieving successful campaigns geared at diverse U.S. target audiences, from conducting research to creating a strategy, and finally to implementing it. By pursuing this certificate, you will learn:

- ✓ The similarities and differences in consumer behavior among Hispanic, Asian, African-American, Non-Hispanic White, and other emerging market segments in the U.S.
- ✓ Current trends and the future of multicultural marketing
- ✓ What to consider when conducting qualitative and quantitative multicultural research and how to uncover cultural insights by analyzing this research
- ✓ How to develop strategic messages that translate into successful campaigns.

Who Can Apply?

- ✓ *Current FSU undergraduate students (ALL major areas of study can apply!) or from any other university.*
- ✓ *Professionals 'anywhere in the world who do not hold an undergraduate degree*

How to Apply

Current FSU Students

1. Complete the application form (available at: hmc.comm.fsu.edu)
2. Mail your application to:
Program Applications
Center for Hispanic Marketing Communication
C/o School of Communication
Florida State University
P.O. Box 306266
Tallahassee, FL 32306-2664
OR
E-mail applications to: HispanicFSU@gmail.com

Professionals & Non-FSU Students

1. First, you need to be admitted as a non-degree seeking student. To apply, please visit: learningforlife.fsu.edu/cpd/academicCredit/creditRegistration.cfm.
2. Complete the Non-Degree Student Biographical Form, Residency Affidavit, Health History Form, and the Course Registration Form.
3. For questions about these forms or other information on the non-degree student application, course registration and fees, please contact Paul Collins at: pcollins@fsu.edu
4. Once you are admitted as an FSU student, complete the application for the Undergraduate Certificate (available at: hmc.comm.fsu.edu)
5. Mail your application materials to:
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C/o School of Communication
Florida State University
P.O. Box 306266
Tallahassee, FL 32306-2664
OR
E-mail applications to: HispanicFSU@gmail.com

For more information on course content and schedules, contact:
HispanicFSU@gmail.com or visit our website: hmc.comm.fsu.edu

Graduate Certificate Multicultural Marketing Communication

The Multicultural Marketing Communication Graduate Certificate Program is designed to bridge the gap between industry professionals and the increasingly diverse U.S. population, offering you the opportunity to learn about and work effectively with these emerging minorities! By pursuing this certificate, you will learn how to:

- ✓ Include multicultural marketing considerations into marketing or advertising plans
- ✓ Reach multicultural populations by formulating strategies based on cultural knowledge
- ✓ Conduct research and apply the findings to efforts in marketing, advertising, and diffusion of innovations
- ✓ Practice the principles of account planning in a multicultural context
- ✓ Apply multicultural marketing knowledge to your academic and/or professional lives
- ✓ Apply with above directions according to student status

Who Can Apply?

- ✓ *Current FSU graduate students (ALL areas of study can apply!) or from any other university.*
- ✓ *Professionals 'anywhere in the world who hold an undergraduate or graduate degree.*

How to Apply

Current FSU Students

1. Complete the application form (available at: hmc.comm.fsu.edu)
2. Mail your application to:
Program Applications
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Professionals & Non-FSU Students

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2. Complete the Non-Degree Student Biographical Form, Residency Affidavit, Health History Form, and the Course Registration Form.
3. For questions about these forms or other information on the non-degree student application, course registration and fees, please contact Paul Collins at: pcollins@fsu.edu
4. Once you are admitted as an FSU student, complete the application for the Undergraduate Certificate (available at: hmc.comm.fsu.edu)
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Undergraduate Courses



Hispanic Marketing Communication (ADV3410)

Overview

With fifty million strong, the Hispanic market is now the largest minority group in the US. The growth of the Hispanic market has influenced companies to increase budgets and efforts in order to communicate with this segment. However, there are not many professionals with the necessary skills, giving those who do, an advantage over rival companies and job candidates. Taking this course places you among the few professionals in our country that understand the U.S. Hispanic market.

You will discover:

- ✓ How despite sharing a common linguistic and cultural background, the Hispanic population diverse within itself
- ✓ How to tackle challenges related to cultural stereotypes, language choice, and media habits
- ✓ How and to what extent anthropologic and religious history influences thought process
- ✓ How discovering cultural insights plays a part in the success of a campaign

Multicultural Marketing Communication (ADV4411)

Overview

Multicultural marketing is one of the newest horizons in U.S. marketing. This seminar studies the behavior similarities and differences among Hispanic, Asian, African-American, and Non-Hispanic White cultural market segments in the United States. It also answers original research questions that can benefit both marketers, and academicians. This seminar can also benefit those who pursue careers in social service delivery in the form of social marketing. By taking Multicultural Marketing Communication, you will learn:

- ✓ What to consider when trying to market to multiple culture groups
- ✓ How to obtain consumer insights and use them for multicultural marketing
- ✓ The future of multicultural marketing and its implications
- ✓ How does one derive cultural insights to establish deep connections with culturally unique consumer groups?

Account Planning (ADV4603)

Overview

Account planners are the voice of the consumer within ad agencies. They constitute the crucial link between client objectives, account management, the creative development team, and also the media planning team marketing of any product or service. By taking this course, you will learn:

- ✓ How to attune your advertising messages to the emotions and thoughts of your target audience
- ✓ How to obtain insights by conducting and analyzing qualitative and quantitative research to uncover cultural insights
- ✓ How to use key kernels of knowledge and emotions to make advertising campaigns successful
- ✓ How to communicate those insights to the rest of your team in the agency

Graduate Courses



Hispanic Marketing Communication (ADV 5415)

Overview

At fifty million strong, the Hispanic market is now the largest minority group in the US. The growth of the Hispanic market has influenced companies to increase budgets and efforts in order to communicate with this segment. However, there are not many professionals with the necessary skills, giving those who do, an advantage over rival companies and job applicants. Taking this course places you among the few professionals in our country that understand the U.S. Hispanic market.

You will discover:

- ✓ How, despite sharing a common linguistic and cultural background, the Hispanic population is diverse within itself
- ✓ How to tackle challenges related to cultural stereotypes, language choice, and media habits
- ✓ How and to what extent anthropologic and religious history influences thought process
- ✓ How discovering cultural insights plays a part in the success of a campaign

Multicultural Marketing Communication (ADV5416)

Overview

Multicultural marketing is one of the newest horizons in U.S. marketing. This seminar studies the behavior similarities and differences among Hispanic, Asian, African-American, and Non-Hispanic White cultural market segments in the United States. It also answers original research questions that can benefit both marketers, and academicians. This seminar can also benefit those who pursue careers in social service delivery in the form of social marketing. By taking Multicultural Marketing Communication, you will learn:

- ✓ What to consider when trying to market to multiple cultural groups
- ✓ How to obtain consumer insights and use them for multicultural marketing
- ✓ The future of multicultural marketing and its implications
- ✓ How to derive cultural insights and use them to establish deep connections with culturally unique consumer groups

Account Planning (ADV5605)

Overview

- ✓ Account planners are the voice of the consumer within ad agencies. They constitute the crucial link between client objectives, account management, the creative development team, and also the media planning team. By taking this course, you will learn:
 - ✓ How to attune your advertising messages to the emotions and thoughts of your target audience
 - ✓ How to conduct and utilize qualitative and quantitative research to uncover cultural insights
 - ✓ How to use key kernels of information and emotions to make advertising campaigns successful
 - ✓ How to communicate those insights to the rest of your team in the agency

Diffusion of Innovations (MMC6469)

Overview

This course examines research, theory, and practical and project applications in a field that has attracted much attention across the world in the past decades, the uses and roles of applications of information and communication technologies in promoting social, economic, and political development. While reviewing the different approaches to theory and research in this area, we will examine the ICT project initiatives and assessments in the public sector, private sector, and among non-profit and community-based organizations. These include projects such as free laptops, information kiosks, cybercafés, mobile online banking, to name a few, as well as online applications, such as e-commerce, education, social networking, e-politics, and e-government, and ICT applications making use of wireless platforms. As a culmination to the course, students will be required to submit their own research proposal and paper describing an ICT approach to an area of their interests. Topics include:

- ✓ Health
- ✓ Marketing
- ✓ Political Communication
- ✓ Economics
- ✓ Education
- ✓ Entertainment
- ✓ Non-Profit Organizations
- ✓ Social Change



Mentorship Program



The Center for Hispanic Marketing Communication's Mentorship Program matches students interested in Hispanic and Multicultural Marketing with prestigious professionals from our Advisory Board and other industry friends and colleagues active in Hispanic and Multicultural Marketing. The mentor becomes a contact for the 'mentee' and provides a realistic vision and exceptional wisdom in the field. Mentors can serve as great resources for those just starting out or close to entering the "real-work world". Mentees receive career advice, insider tips, and perspective from their appointed mentors.

"My experience with the mentorship program has been wonderful. At the beginning of last semester, I was paired with Adrien Lanusse, Director of Consumer Insights for Netflix. He has over 20 years of multicultural and international marketing experience and has given me numerous insights into the field of Hispanic Marketing. He has also helped me write and polish my resume and cover letter and has put me in contact with different companies that are of interest to me. This summer he will be helping me find a good fit for my graduate residency in the fall."

-Francesca Gonzalez-Roel, Graduate Student, Hispanic Marketing

Find out more about the mentorship program at:

<http://hmc.comm.fsu.edu/student-opportunities/>

Research

Courses offered by the Center for Hispanic Marketing Communication are designed to help students to develop their qualitative and quantitative research skills and gain valuable experience conducting research and writing publishable papers. The Center also conducts a national multicultural survey on an annual basis. Staff, students and volunteers with the Center participate in the design of these surveys and to use the data collected to write research papers that are presented at national and regional conferences across the country.

Scholarships

The Center for HMC grants thousands of dollars in scholarships every year to students interested in the field of Hispanic Marketing Communication. These scholarships are announced every fall semester and are funded through our generous Advisory Board members.

Requirements:

- ✓ Full time undergraduate or graduate students majoring within the School of Communication
- ✓ Interested in the field of Hispanic Marketing Communication
- ✓ Other prerequisites may apply depending on scholarship

Recently awarded scholarships include:

- ✓ Emerson Climate Technologies Scholarship
- ✓ Coca Cola Hispanic Marketing Scholarship
- ✓ Google/Mark Lopez Scholarship
- ✓ Latin American and Caribbean Program Scholarship
- ✓ Pablo J. Lopez Memorial Scholarship

Volunteer

Interested students can get involved with the Center by signing up to volunteer with us. The Center's staff, volunteers and students meet monthly to discuss promotion of the Center and opportunities available for students, such as the mentorship program, attending industry conferences, or new promotional campaigns. Volunteers also receive training in making presentations to student organizations, student advising on the Center's programs and courses and conducting multicultural research.

Students who wish to volunteer with the Center should contact Neleen Leslie at nsl10e@my.fsu.edu.

Questions?

If you have any questions about any of the courses or programs described in this booklet, please visit our website at www.hmc.comm.fsu.edu or send us an email at hispanicfsu@gmail.com