ADV3410
Hispanic Marketing Communication

Overview

Welcome to Hispanic Marketing Communication. This is a unique course part of an interdisciplinary Graduate Certificate Program and also an Undergraduate Minor at FSU. It is also part of a larger effort known as “The FSU Center for Hispanic Marketing Communication,” the only of its kind in the US.

It should be clear that your proactive participation in this course will determine the extent to which you will benefit from the knowledge and practice that the course offers. There are many employment opportunities for those who can show competence in addressing the needs and wants of US Hispanics.

This course is designed for active participation. Most weeks there will be assignments due where groups will make presentations to the class. Thus, a combination of lectures, discussions, interaction, and presentation of assignments to the class will be common during most class sessions.

The “Course Library” on Blackboard will be used to make many class materials available. Students are strongly encouraged to become familiar with materials in the library as early in the semester as possible.

Course Objectives

At the end of this course, students should be able to:

- Define and apply knowledge of the following key concepts: cultural marketing, objective and subjective culture, reference groups, enculturation, acculturation, and assimilation, positioning, and cultural archetypes & dimensions.
- Describe the demographic and socio-economic picture of the Hispanic market in the US.
- Explain how the minority-majority population trend in the US, the education level of US Hispanics, the language preferences and proficiencies of US Hispanics, the cultural identity of US Hispanics, and the level of acculturation of US Hispanics influence marketing decisions.
- Identify when qualitative and/or quantitative research methods are more appropriate to study the US Hispanic market.
- Describe the current Hispanic marketing and Spanish-language media industry.
- Recognize the presence of US Hispanics in the digital landscape and its implications for marketing.

Textbook Requirement

Hispanic Marketing: Connecting with the new Latino consumer, 2nd Edition.
- Felipe Korzenny, Betty Ann Korzenny
ISBN: 978-1-85617-794-8
Textbook is available at FSU Bookstore and online.

Follow Dr. Korzenny’s Blog at http://felipekorzenny.blogspot.com/

Due Dates

Weeks 3 – 13
Agency Presentation

Thursday, Oct 11
Midterm Exam

Tuesday, Oct 23
Final Paper Proposal

Tuesday, Nov 20
Final Paper

Nov 27 – Dec 4 (Weeks 14-15)
Final Paper Presentation

Thursday, Dec 13
Final Exam
Course Attendance

Class attendance is mandatory. This course meets twice a week and it is of a participative nature, therefore only four absences will be tolerated. Arriving more than 10 minutes late or leaving more than 10 minutes early will count as half an absence. After four officially unjustified absences 5 points will be deducted for each additional absence.

University Attendance Policy:
Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Evaluation

Students' Final Grade will be based on the following:

Participation and Discussion (10%)
Your proactive participation in this course will determine the extent to which you will benefit from the knowledge and practice that the course offers. In order to receive full credit, you must accumulate a total of 50 points throughout the semester.

Tests (40%)
There will be one midterm (concepts) and one final exam (application) based on all course materials [to date]. Sample questions and study guides will be provided.

Assignments (50%)
There will be two (2) written assignments and two (2) presentations. They are intended to increase your proficiency by applying concepts learned in class and sharing your understanding of concepts with others.

Assignments are due, electronically via Blackboard by the end of the day they are due. Hard copies are due at the beginning of class.

Assignments are designed for students to explore a topic in-depth. Students must add their thinking and further research to each assignment and not simply summarize the readings. Assignments that simply summarize assigned readings will receive little or no credit.

If active group members detect lack of interest or participation by anyone in the group, they should exclude that person from the group before the assignment is due and notify the instructor. Lack of participation in a group activity will result in 0 credits for the specific assignment unless the individual completes an entire assignment by him/herself, or finds another work-group.

Important

You may miss up to four class periods without penalty.

Important

How to earn participation points:

- Come to class on time and stay for the entire class period.
- Contribute to class discussion
- Submit at least five (5) in-class 2-minute papers.

Midterm = 15%
Final Exam = 25%

Make-up Policy: Exams may be rescheduled only if the student was prevented from taking the test due to excused university reasons.

Highlights

University-level grammar, punctuation and vocabulary are expected.

- Due dates are clearly indicated in the syllabus and on BlackBoard under the Assignments Tab.
- All assignments must go beyond assigned readings.
- Group assignments require the active participation of each group member.
Assignments described

Agency/Case Study Presentation (15%)
DUE: dates vary throughout the semester (sign-up sheet on Blackboard)

Teams of 3-4 students will prepare a PowerPoint presentation of 10-15 minutes. In your own words and based on the research you’ve done prepare the following:
- A Brief history and services of the advertising agency, including agency structure, its people, and important accounts or clients.
- A full description of the case study discussed in your textbook.
- Concluding remarks on how the case study enhances/exemplifies what we’ve learned in class.

Final Paper Proposal (5%)
DUE: Oct 23

Students have two options
- Option A) A vertical report on the state of the Hispanic Marketing efforts of a specific industry vertical.
- Option B) A strategy document is a marketing plan on how to market a specific product, brand, or service (real or imagined) to a specific target in the US Hispanic market.

The proposal should be a 2-3 page word document (see Blackboard for instructions)
Please explain the following:
- Will you do option A or B?
- What is your topic? Why? How do you plan to carry out the project? (Secondary research, interviews, etc.)
- An annotated bibliography of at least 5 sources you’ll be using for your project. Each source should be accompanied by a 150-words or more description.

Final Paper (20%)
DUE: Nov 20

- A Vertical Market Report: Students may choose to write a report on the state of the Hispanic Marketing efforts of a specific industry vertical. An industry vertical is made up of a group of similar businesses, brands, products, or services that target a similar consumer group based on their common needs (e.g. a fast food industry vertical would be composed by McDonalds, Burger King, and Wendy’s).
- A Hispanic Marketing Communication Strategy: Students may choose a brand, product, or service, real or imagined, and create a complete marketing communication campaign targeting a segment of the Hispanic market.

See full instructions on BlackBoard.
Each paper must include
- Cover & Index pages
  o Work cited page & proper citation throughout.
  o At least 10 sources must be used.
- 12-font Times New Roman, double-spaced.

Final Paper Presentation (10%)
DUE: Weeks 14-15

Each student/team will prepare a presentation about their final paper (7-10 min.)
- Prepare to present the highlights of your paper and share your conclusions and recommendations for the strategy/vertical chosen.

Make-up Policy

Presentation assignments will NOT be accepted late or rescheduled.
- Please plan accordingly.
- Arrange with teammates to cover if you are unavailable.

Written assignments can be up to a week late and receive a 10% deduction.
- After a week, only students with a university excuse will be able to arrange a later submission.

Contact your Librarian
- After a week, only students with a university excuse will be able to arrange a later submission.

Please Note

Vertical Report:
Introduction & Importance (1-2 pages)
Company Analysis (4-5 pages)
Main trends and Findings (4-5 pages)
Conclusions, Recommendations & Outlook (2-3 pages)

Strategy Document:
Situation Analysis (3-4 pages)
Competition (2-3 pages)
Target Segment and Justification (1-2 pages)
Positioning (1-2 pages)
Marketing Communication Strategies & Implementation (3-5 pages)
Evaluation of Effectiveness (1-2 pages)

Final Paper is due before thanksgiving break
- Please plan accordingly.
Supplemental Materials you should check out

(Available at Strozier Library)

- Juan Faura, Hispanic Marketing Grows Up: Exploring Perceptions and Facing Realities and The Whole Enchilada: Hispanic Marketing 101
- M. Isabel Valdes, Marketing to American Latinos: A Guide to the In-Culture Approach, Part I & II
- Chiqui Cartagena, Latino Boom!: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market
- Elena Del Valle, Hispanic Marketing & Public Relations: Understanding And Targeting America’s Largest Minority
- Lousi E. V. Nevaer, The Rise of the Hispanic Market in the United States: Challenges, Dilemmas, and Opportunities for Corporate Management
- Arlene Dávila, Latinos, Inc.: The Marketing and Making of a People (and e-book)

Websites and Blogs

Classes will be enhanced by discussing articles, research, and opinion pieces posted online. You are encouraged to follow these blogs to keep up with the latest trends.

- http://pewhispanic.org
  The Pew Hispanic Center is a nonpartisan research organization that seeks to improve understanding of the U.S. Hispanic population and Latinos' impact on the nation.
- http://ahaa.org
  AHAA represents the best minds and resources dedicated to Hispanic-specialized marketing.
- http://www.hispanicad.com
  HispanicAd.com provides news and information, including photos and data from the USA, Latin America and the Caribbean. Also check out HispanicAd El Blog.
- http://adage.com
  Ad Age.com, as a part of The Ad Age Group, is an online magazine delivering news, analysis and data on marketing and media. AdAge includes a section dedicated exclusively to Hispanic Marketing.
- http://hispanictrending.com
  HispanicTrending.com is one of the leading Latino marketing and advertising blogs.
- http://www.hispanicprblog.com
  Multicultural PR veterans Manny Ruiz and Angela Sustaita-Ruiz are the co-publishers of The Hispanic PR Blog, a division of Hispanic Media Trainers.
- http://www.thinkmulticultural.com
  ThinkMulticultural covers the multicultural marketing and advertising world through the transformative lenses of the digital media.
- http://hispanic-marketing.com/blog
  Hispanic Marketing Blog is an initiative of Target Latino, a multicultural marketing consulting firm with a Latino / Hispanic twist.

Important

Announcements
Please check BlackBoard regularly.

Extra-credit Opportunities
Students may publish articles, attend conferences or special lectures, watch movies, or read books and submit reports for extra credit.

A maximum of four (4) extra credit points may be earned throughout the semester. No extra credit will be allowed after Tuesday, November 20, 2011.

Students are encouraged to propose extra credit opportunities.

Additional Opportunities
This class is core to the Hispanic Marketing Minor. For more information visit The Center for Hispanic Marketing Communication website at http://hmc.comm.fsu.edu
University Policies

Grade Inflation
The Department of Communication is committed to reducing grade inflation in its courses. To that end, a department-wide grading standard has been adopted to insure that an "A" is reserved for outstanding performance. "A" and "A-" grades represent work whose superior quality indicates a full mastery of the subject. An "A" represents work of extraordinary distinction. The percentage of points required to receive various letter grades is as follows:

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<tr>
<td>A</td>
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<td>A-</td>
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FSU E-mail
All students are expected to have/obtain an e-mail account. New students please note that you can register online for a free e-mail account from ACNS (Academic Computing and Network Services).

Free tutoring from FSU
For tutoring and writing help in any course at Florida State University, visit the Academic Center for Excellence (ACE) Tutoring Services’ comprehensive list of tutoring options. High-quality tutoring is available by appointment and on a walk-in basis.

Academic Honor Code
The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “...be honest and truthful and ... [to] strive for personal and institutional integrity at Florida State University.”

Americans with Disability Act
Students with disabilities needing academic accommodation should: (1) register with and provide documentation to the Student Disability Resource Center (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

Sexual Harassment Policy
1. Policy Statement. Sexual harassment is a form of discrimination based on a person’s gender. Sexual harassment is contrary to the University’s values and moral standards, which recognize the dignity and worth of each person, as well as a violation of federal and state laws and University rules and policies. Sexual harassment cannot and will not be tolerated by The Florida State University, whether by faculty, students, or staff or by others while on property owned by or under the control of the University.
2. Office of Audit Services. The Office of Audit Services (OAS) is charged with receiving and investigating sexual harassment complaints as set forth in this policy and shall maintain the records pertaining thereto. Within the OAS, the Coordinator of Sexual Harassment Resolutions has primary responsibility for leading these investigations.
3. Definition. Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature directed at an employee or student by another.

Syllabus Change Policy
“Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.”

Grade Breakdown

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Important Contact Information

- http://register.acns.fsu.edu
- http://ace.fsu.edu/tutoring or contact tutor@fsu.edu
- FSU Academic Honor Policy
  http://dof.fsu.edu/honorpolicy.htm
- Student Disability Resource Center
  Dean of Students Department
  08 Kellum Hall
  Florida State University
  Tallahassee, FL 32306-4400
  (850) 644-9566 (voice)
  (850) 644-8504 (TDD)
  SDRC@admin.fsu.edu
Course Schedule, Topics, and Assignments

Week 1

Tuesday, August 28, 2011
- Introductions
- Syllabus Overview
- Marketing 101 – An overview of marketing concepts
- What is Hispanic Marketing Communication?

Thursday, August 30, 2011
- Ch 1: Cultural Marketing: A New Understanding

Week 2

Tuesday, September 4, 2011
- Continue Ch 1
- Case Study discussion – group assignment

Thursday, September 6, 2011
- Documentary

Week 3

Tuesday, September 11, 2011
- Ch 2: The Composition of the Hispanic/Latino Market
- Additional Readings:
  - Nielsen’s State of The Hispanic Consumer

Thursday, September 13, 2011
- Continue Ch 2 & readings
- Presentation 1: The San Jose Group – American Family Insurance

Week 4

Tuesday, September 18, 2011
- Ch 3: The Latino Essence of “Hispanic”
- Additional Readings:
  - PEW Hispanic Center’s When Labels Don’t Fit

Thursday, September 20, 2011
- Continue Ch 3 & readings
- Presentation 2: Conill – T-Mobile

Important Date: by Sept 6

Sign-up on BlackBoard for Agency/Case Study presentation.
Week 5

Tuesday, September 25, 2011
- Ch 4: Language Considerations in Marketing to US Hispanics
- Additional Readings:
  - PEW Hispanic Center’s *English Usage Among Hispanics in the United States*

Thursday, September 27, 2011
- Continue Ch 4 & readings
- Presentation 3: ORCI – Honda

Week 6

Tuesday, October 2, 2011
- Ch 5: Enculturation, Acculturation, and Assimilation: A Bicultural Horizon
- Additional Readings:
  - PEW Hispanic Center’s *Between Two Worlds: How Young Latinos Come of Age in America*
  - AdWeek’s *The Best of Both Worlds*

Thursday, October 4, 2011
- Continue Ch 5 & readings
- Presentation 4: Grupo Gallegos – Energizer

Week 7

Tuesday, October 9, 2011
- Midterm Exam Review Session

Thursday, October 11, 2011
- Midterm (Ch 1-5)

Week 8

Tuesday, October 16, 2011
- Ch 8: The US Hispanic Marketing Industry
- Additional Materials:
  - AdWeek’s *Real Hispanic Insights from the Census*

Thursday, October 18, 2011
- Continue Ch 8 & readings
- Proposal Instructions and Discussion
- Presentation 5: AlmaDDB – State Farm

Important Date: Oct 11

Midterm time – find study guide on BlackBoard. Come prepared to the Review Session
Week 9

Tuesday, October 23, 2011
- **Final Paper Proposal DUE**
- Ch 6: Latino Subjective Culture: Insights for Positioning
- Additional Materials:
  - AdWeek’s Taco Bell gets a more relevant attitude

Thursday, October 25, 2011
- Continue Ch 6
- **Presentation 6: d’exposito & Partners – McDonald’s**

Week 10

Tuesday, October 30, 2011
- Ch 7: Culturally Informed Research Among Latinos

Thursday, November 1, 2011
- Continue Ch 7
- **Presentation 7: Casanova Pendrill – General Mills**

Week 11

Tuesday, November 6, 2011
- Ch 9: The Digital World of US Latinos
- Additional Readings:
  - PEW Hispanic Center’s Latinos and Digital Technology

Thursday, November 8, 2011
- Continue Ch 9 & readings
- **Presentation 8: CreativeOndemanD – Volkswagen of America**

Week 12

Tuesday, November 13, 2011
- Ch 10: Latino Consumers and the Future of US Marketing
- Additional Readings:
  - Hispanic Market Info’s Generation Z, the future of our teens
  - AdWeek’s The Truth about Hispanic Consumers

Thursday, November 15, 2011
- Continue Ch 10 & readings
- **Presentation 9: Dieste – AT&T**

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**Important Date: Oct 23**

Proposals are DUE! See complete instructions and description on BlackBoard.
Week 13

Tuesday, November 20, 2011
- FINAL PAPERS DUE
- Schedule presentations
- Presentation 10: Lopez Negrete – Walmart

Thursday, November 22, 2011
- NO CLASS – THANKSGIVING DAY

Week 14

Tuesday, November 27, 2011
- FINAL PAPER PRESENTATIONS

Thursday, November 29, 2011
- FINAL PAPER PRESENTATIONS

Week 15

Tuesday, December 4, 2011
- FINAL PAPER PRESENTATIONS

Thursday, December 6, 2011
- Last Day of Class
- Final Exam Review Session
- Final Exam Take-home distributed (tentative)

Week 16 – FINALS WEEK

FINAL EXAM DUE Thursday, December 13, 2012 by 5:15 pm via BlackBoard

Important Date: Nov 20

Final Papers are DUE! See complete instructions and description on BlackBoard.