## Minor in Hispanic Marketing Communication

## The minor program offers an interdisciplinary approach to the study of the Hispanic market. In order to accomplish this task, the courses that are incorporated in the program come from a variety of departments with core focuses in: modern language studies, business and marketing strategies/behavioral theory, and Hispanic cultural studies. Students completing this course of study will add to their professional repertoire a set of knowledge, attitudes, and behaviors that will allow them to successfully plan and execute marketing communication programs directed to Hispanic populations. This program will also provide marketers, advertisers, and the advertising industry with personnel that is qualified for positions targeting the Hispanic market (in diverse vertical markets).

**Pre-requisites**

* Normal requirements for Florida State University Undergraduate Admissions apply.
* The student must also be attempting or have reached a level of competency in the Spanish language. Proficiency in the Spanish language will be determined by either: (1) a satisfactory grade on the CLEP or campus based language proficiency exam (2) the completion of Spanish through the 2000 level or higher with a C- in all Spanish accredited courses or an S (satisfactory) or (3) satisfied by memo.

**Requirements for a Minor in Hispanic Marketing Communication**

Students pursuing a minor in the program must complete twelve semester hours. They must complete ADV3410\* Hispanic Marketing Communication as the core course for the program. Additional courses may be selected freely from all area courses.

 **Required Course**

1) ADV 3410 Hispanic Marketing Communication (3 hrs)

There are three main areas of study that the minor program encompasses. Three hours must be completed within each of these core areas.

2) Business and Marketing Strategy/Behavioral Theory (3hrs)

3) Hispanic History and Culture (3hrs)

4) Modern Literature or Practical Language Application (3hrs )

**\* Communication Majors: contact your advisors to make sure that this course does not apply to your major program or electives. This is due to a Department regulation that requires Communication students to take at least twelve (12) hours of coursework outside of their major.**

**NOTE: Some courses may be restricted to specific major students. In such cases, check with the department prior to registration to confirm access to the course.**

**Approved Courses**

**Note:** Descriptions of specific courses can be found under the individual departments in which they are taught. In addition to the courses listed below, special topics courses may be approved by the program director in any particular term.

**Business and Marketing Strategy/Behavioral Theory (3hrs)**

**ANT 3212 Peoples of the World**

**ANT 3610 Language and Culture**

**ANT 4163 Mesoamerican Archaeology**

**ANT 4166r Regional Civilizations in Ancient Mesoamerica**

**ANT 4302 Sex Roles in Cross–Cultural**

**ANT 4309 Conquest of the Americas**

**ANT 4323 Peoples and Cultures of Mexico and Central**

**ANT 4640 Sociolinguistics**

**CPO 3034 Politics of Developing Areas**

**CPO 3303 Politics of Latin America**

**ECS 4013 Economics of Development**

**ECS 4431 Economics of the Caribbean**

**ENT 3283 Women and Minorities in New Ventures**

**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**

**POS 4070 Race, Ethnicity, and Politics**

**NSP 3185 Multicultural Factors and Health**

**SOP 4722 Prejudice and Stereotyping**

**SOW 4620 Diversity in Social Work Practice**

**SOW 4627 Mental Health of Diverse Populations**

**SOW 4784 International Social Work and Social Welfare**

**SPC 4710 Interracial/Intercultural Communication**

**SPM 4012 Sport in Society**

**SPM 4025 Diversity in Sport**

**SYD 3020 Population and Society**

**SYD 4700 Race and Minority Group Relations**

**SYO 4374 Gender and Work**

**URP 4402 Sustainable Development Planning in the Americas**

**WST 3015 Introductions to Women's Studies**

**Approved Courses**

**Note:** Descriptions of specific courses can be found under the individual departments in which they are taught. In addition to the courses listed below, special topics courses may be approved by the program director in any particular term.

**Hispanic History and Culture (3hrs)**

**AMH 4530 U.S. Immigration History**

**ARH 4675 The Art and Culture of the Maya**

**GEA 4405 Latin America**

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

**HUM 3324 Cultural Imperialism**

**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 Colonial Latin America**

**LAH 4748 Social Revolutionary Movements in Latin America**

**MUH 4541 Music of Latin America I**

**MUH 4542 Music of Latin America II**

**MUH 4543 Music in the Caribbean**

**MUH 4582 Seminar in World Music Studies**

**REL 4564 Modern Roman Catholicism**

**SPN 3510 Cultures of Iberia**

**SPN 3520 Cultures of Latin America**

**SPN 4540r Regional Cultural Studies**

**SPT 3391r Hispanic Cinema**

**Approved Courses**

**Note:** Descriptions of specific courses can be found under the individual departments in which they are taught. In addition to the courses listed below, special topics courses may be approved by the program director in any particular term.

**Modern Literature or Practical Language Application (3hrs)**

**AML 3630 Latino/a Literature in English**

**AML 4680r Studies in Ethnic Literature**

**SPN 3300 Spanish Grammar and Composition**

**SPN 3332 Communication in Language and Culture I**

**SPN 3333 Communication in Language and Culture II**

**SPN 3350 Spanish for Heritage Speakers**

**SPN 3400 Spanish Reading and Conversation**

**SPN 3440 Language and Culture in Business**

**SPN 4420 Advanced Spanish Composition and Translation**

**SPN 4440 Business Writing in Spanish**

**SPN 4740 Hispanic Sociolinguistics**

**SPN 4780 Spanish Phonetics**

**SPN 4930r Studies in Hispanic Language**

**SPT 3130 Latin American Literature in Translation**

**SPW 3030 Approaching Hispanic Literature**

**SPW 3103 Readings from Early Iberia**

**SPW 3104 Readings from Modern Spain**

**SPW 3132 Readings from Early Spanish America**

**SPW 3493 Readings from Modern Spanish America**

**SPW 4140r The Poetics of Hispanic Love and Violence**

**SPW 4150r Transatlantic Encounters**

**SPW 4190r Special Topics in Hispanic Languages and Literature**

**SPW 4301r Hispanic Culture and Performance**

**SPW 4481 Contemporary Spanish Women Writers**

**SPW 4491 Spanish American Women Writers**

**SPW 4770 Caribbean Literature**

**SPW 4930r Studies in Hispanic Literature**