

# MULTICULTURAL MARKETING ONLINE-FALL 2020

**INSTRUCTOR:** Denisse Olivas

**CLASS:** ONLINE

**EMAIL:** dolivas@utep.edu

**OFFICE:** Virtual-Blackboard Collaborate

**PHONE:** 915.747.7738

**OFFICE HOURS:** MW 11am-12pm via Blackboard Collaborative and by appointment.

**Required Texts:** Korzenny, Felipe (2017) **Hispanic Marketing: The Power of the New Latino Consumer.** New York: Routledge. 3<sup>rd</sup> Edition. Tharp, Marye (2014). **Transcultural Marketing: Building Customer Relationships in Multicultural America.** New York: M.E. Sharpe, Inc. 1<sup>st</sup> Edition. You can find these books at the university bookstore or on Amazon.com. Please make sure you have them by the **second week** of class. **Blackboard Access:** You will need this to help you access course materials, exams, and your grades. If you don't have access, or have problems, call the help desk (747-HELP).

**INTRODUCTION:** Multicultural Marketing is an elective course for students who are interested in learning how to effectively reach the country's diverse markets. This course will provide the student with great insights and provocative ideas for effective marketing and communication strategies that can be used to reach diverse ethnic groups within the US. It will provide the basis for using culture as a localization tool within the US, especially within the larger *Hispanic* market. There will be an exploration into the cultural beliefs, values, perceptions, and behaviors shared by this group, and a review of the best strategies used by marketers to establish better relationships with their customers. The class will also touch on the cultural aspects of *Asian American*, *African American*, and *LGBT* markets, which are also important consumer groups in the country.

**CLASS FORMAT:** This class will be taught completely online, but we will focus on creating a great community of learning through our weekly interactions. Class will be asynchronous, meaning that you can access class material at your own time. The course will entail weekly modules that will require you to read book material, watch class videos, and post on our discussion board. These are the foundation of our weekly class. You will also be required to take four exams, and to complete an individual marketing plan and submit a video presentation.

## **OBJECTIVES:**

By the end of the semester you will be able to:

- Understand the role of culture in effective marketing
- Have a broad understanding of the multicultural landscape in the US
- Have a clear understanding of the Hispanic market
- Determine how companies are currently reaching these markets
- Be able to create a marketing campaign geared toward a multicultural group
- Be able to present a marketing plan
- Add project to your business portfolio
- Learn to access multicultural marketing resources

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## CLASS NETIQUETTE

As a university student, you have the opportunity to practice your business skills as well as your professional demeanor in person and online. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Although this is an online course, there are still key behaviors that will be observed and that will help you to have a more productive time in our online environment.

- **Be mindful of your postings.** Be courteous in your responses even if you disagree with what other students are posting. Focus on writing meaningful and creative ideas and suggestions. Remember that you will be sharing your thoughts online to the whole class and your instructor.
- **Harassment or inappropriate postings are not acceptable** to our online community.
- Think of your postings as if you were to say them in a face to face environment.
- **Please keep postings private** and do not share them with anyone outside of class. Our Blackboard class environment is meant to be private, confidential, and a place for learning and growth. **Do not copy postings** to public social media places, blogs, websites, emails, or via texting. Please request permission first from the person who created the posting if you would like to share in a constructive manner.

## ATTENDANCE

This is an online course that requires participating online as part of your attendance. Even though you are working remotely, you are part of a community that is taking the same class with other students and your input is expected via posts and other assignments. If assignments are not kept up with, the instructor will not drop you, and you will receive a letter grade of "F". It is your responsibility to work through each of the modules and be present.

## TECHNOLOGY REQUIREMENTS

This course will be delivered through the Blackboard Management System and will need an Internet connection to function. In addition, you will need a working UTEP e-mail account, a laptop or desk computer with a webcam, a working browser (Google Chrome, Firefox, Explorer), a microphone, printer, scanner, and a USB drive to save your work. Also ensure your Microsoft Office, Adobe, QuickTime, Java, and Media Players are in working conditions and updated. If you need help please contact the HELP DESK (747-HELP).

## OFFICE HOURS AND APPOINTMENTS

Every week I will have office hours via Blackboard connect on MW from 11am-12pm. Please sign in if you have any questions. You may also contact me via email if that is more convenient. My email is [dolivas@utep.edu](mailto:dolivas@utep.edu). Emails will be answered within 48 hours during the week and before the end of Monday if sent during the weekend.

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## SCHEDULE

Following is the schedule for the Fall semester. It is also available on blackboard and is subject to change in case of unforeseen events.

Weekly Modules	Week Starting	Topics Covered in Class	Videos (V), Readings (R), Discussion Posts (DP) and other Assignments due
1	24-Aug	Introduction   Course Organization	Syllabus & quiz
		Contemporary US-Overview of Multicultural Markets	Tharp Ch. 1 <b>V, R, DP</b>
2	31-Aug	Understanding Cultural Marketing	Korzenny Ch. 1 <b>V, R, DP</b>
		Semester Project	
3	7-Sept	Composition of the Hispanic/Latino Market	Korzenny Ch. 2 <b>V, R, DP</b>
		Lexus case	<b>R</b>
4	14-Sept	Identity, Labels and Stereotypes	Korzenny Ch. 3 <b>V, R, DP</b>
		<i>Test Review</i>	Complete test review
5	<b>21-Sept</b>	<b>Test #1</b>	<b>Covers Korzenny 1-3, Tharp 1 and notes</b>
		Language Implications in Marketing-Spanish	Korzenny Ch. 4 <b>V, R, DP</b>
6	28-Sept	Enculturation, Acculturation,	Korzenny Ch. 5 <b>V, R, DP</b>
		Assimilation	
7	5-Oct	Dimensions of Culture	Korzenny Ch. 6 <b>V, R, DP</b>
		Positioning	Korzenny Ch. 6
8	<b>12-Oct</b>	How to research Hispanics   <i>Test Review</i>	Korzenny Ch. 7 <b>V, R, DP</b> Complete test review
		<b>Test #2</b>	<b>Covers Korzenny 4, 5, 6, 7 and notes</b>
9	19-Oct	US Hispanic Marketing Industry	Korzenny Ch. 8 <b>V, R, DP</b>
		Advertising Industry	
10	26-Oct	Digital World	Korzenny Ch. 9 <b>V, R, DP</b>
		Coca Cola case	<b>R</b>
11	2-Nov	African American Market Overview	Tharp Ch. 6 <b>V, R, DP</b>
		African American Market Study	<b>R</b>
12	<b>9-Nov</b>	<b>Test#3</b>	<b>Covers Korzenny 8, 9, Tharp 6 and notes</b>
		Semester project check in	Work on individual project
13	16-Nov	Asian American Market Overview	Tharp Ch. 8 <b>V, R, DP</b>
		Asian American study	<b>R</b>
14	23-Nov	LGBTQ Market Overview	Tharp Ch. 7 <b>V, R, DP</b>
		LGBTQ study	<b>R</b>
15	30-Nov	<b>Test #4</b>	<b>Covers Tharp 7, 8 and additional material</b>
		Semester project check in	Work on individual project
16	<b>7-Dec</b>	<b>Marketing plan due</b>	<b>Turn in via Blackboard</b>
		<b>Presentation due</b>	<b>Turn in via Blackboard</b>

## WEEKLY POSTS

Every week you will have an assignment that will require you to post on the discussion board and to reply to two of your peers. Posts must be thoughtful, long enough to convey the message, and not a copy of someone else's post. Your first post is due on Thursday by eod (11:59pm). Replies to your peers are due by Sunday by eod (11:59pm). Posts will comprise a total 200 points (29% of grade). Late assignments will not be accepted.

**Marketing Plan and Video Presentation:** To integrate the many cultural and marketing concepts you have learned during the course, you will be responsible for creating a short marketing plan for a business or a not-for-profit organization of your choice. This can be your own business idea, or a local organization you would like to work with. You will also be sharing a personal video of your project at the end of the semester. Additional project details and outline of the plan is available on blackboard. The final plan and video will comprise a total of 100 points (14% of grade).

## TESTS

There will be four tests worth 100 points each (14% each and bulk of your grade). The tests will cover readings, video lectures, and will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Exams will be taken online and you will have 24 hours to take it. If a test is missed it can't be made up unless you have reasonable proof of an emergency, or you have prior approval for a valid reason (medical, jury duty, and military). If a test needs to be taken at a later date, documentation should be provided prior to taking it. If a makeup test is taken, you may receive a different version of the exam.

## GUEST ONLINE SPEAKERS

We may have guest speakers through [Blackboard Connect](#) during the course of the semester to speak about different aspects of marketing. This will enable you to ask questions about what they do and how this can help you in your career. Please be respectful during their presentations.

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## EVALUATION

Assignments   participation	200
Marketing plan and presentation	100
Tests (4 X 100)	400
<b>Total</b>	<b>700</b>

## Grading scale:

A=630-700
B=560-629
C=490-559
D=420-489
F=0-419

## SCHOLASTIC DISHONESTY

Dishonesty in the classroom is a not a truthful representation of your work and your academic achievement. It lowers your level of attainment and it doesn't uphold the values of respect, trust, and fairness that are needed in the community and in business. Dishonesty includes, but is not limited to plagiarism, cheating on exams, and collusion.

Please review the following site for Student Standards of Academic Integrity for full statement: <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> and the Handbook for Operating Procedures for more information about sanctions.

## AMERICAN WITH DISABILITIES ACT

If you have the need for special classroom accommodations due to a disability, please contact The Center for Accommodations and Support Services (CASS). You can contact them by phone at 747-5148 or by email at [cass@utep.edu](mailto:cass@utep.edu). You can visit the CASS office located in the Union East, Rm 106, or go to their website at <https://www.utep.edu/student-affairs/cass/>. Please inform the instructor within the first week of class to ensure you have the necessary accommodations to perform at your normal capability and pace in class.

## DROP DEADLINE

The last day to drop with a "W" is **OCT 30, 2020**. It is your responsibility to drop the class before the deadline; if you wait you will be dropped with an "F". Only under special circumstances can you drop after the deadline with a "W". This will require the instructor's and Chair's permission and proper documentation from you. Please see an advisor if you need help with the process. You will not be dropped if you stop coming to class. It is recommended that you check other important dates under the calendar:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>