

# MULTICULTURAL MARKETING - FALL 2022

**INSTRUCTOR:** Denisse Olivas

**CLASS:** TR 1:30pm-2:50pm BUSN 318

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**OFFICE:** COBA 226

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**OFFICE HOURS:** TR 10:30am-12:30pm – in person, virtually or 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 meets TR 1:30 p.m.-2:50 p.m. We will hold in class discussions and experience exciting class activities about concepts, best strategies and cases for reaching diverse segments. Class will include four exams, one individual project, and one major group project with a final presentation. The course requires students to go over book chapters, weekly videos, news, and additional material.

## OBJECTIVES:

| Objective  | Learning Domain            | Tool   |
|--|----------------------------|--|
| <ul style="list-style-type: none"><li>Understand the role of culture in effective marketing</li></ul>                      | Remembering, Understanding | Videos, discussions, exams                                       |
| <ul style="list-style-type: none"><li>Have a broad understanding of the multicultural landscape in the US</li></ul>        | Remembering, Understanding | Class activities and discussions                                 |
| <ul style="list-style-type: none"><li>Have a clear understanding of the Hispanic market</li></ul>                          | Remembering, Understanding | Class activities and marketing project                           |
| <ul style="list-style-type: none"><li>Determine how companies are currently reaching these markets</li></ul>               | Analyzing                  | Class activities and discussions                                 |
| <ul style="list-style-type: none"><li>Be able to create a marketing campaign geared toward a multicultural group</li></ul> | Creating, applying         | Marketing plan and presentation                                  |
| <ul style="list-style-type: none"><li>Learn to access multicultural marketing resources</li></ul>                          | Remembering, Analyzing     | MM resources and databases                                       |
| <ul style="list-style-type: none"><li>Be able to present marketing plan &amp; add project to business portfolio</li></ul>  | Creating, applying         | Marketing plan and presentation<br>Individual journaling project |

## CLASS EXPECTATIONS

As a university student, you have the opportunity to practice your marketing skills and professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Here are some of the key productive behaviors that will be observed:

- Get to class on time. This shows that you are a professional who is ready to take on the work of the day, and that you have good time management skills. It is courteous to your classmates, coworkers, customers and everyone you will ever meet in a business setting. If for some reason you cannot make it on time, go into class quietly and sit in the closest seat.
- Make it to class. You are encouraged to be present for class. You will benefit from discussions and team projects in class.
- Be prepared to discuss class chapters. Read chapters and review any material such as videos and cases that are assigned before you come to class. This will help you have a better understanding during our discussions and will help you study for exams.
- Take notes. Notes help to crystalize what you have learned so you can use it on your projects. You can use a pen and paper or computer to take notes. Please abstain from chatting on your computer, using Facebook, Twitter, or browsing through websites not related to class. It shows disinterest to the presenter and classmates, and you will miss important information.
- The use of cellphones is allowed only for class related assignments. Please abstain from texting, using any social media, browsing, or playing games while in class.
- Don't interrupt the speaker, whether it is the instructor, or another student unless the speaker opens the floor for discussion. Don't talk to your classmates while others are presenting.
- Raise your hand if you need to ask a question or get clarification. Be polite and courteous in your speech.
- Do not take pictures or record the class unless given permission by instructor. Must ask before class.
- Participate and engage! This is a fun way to learn.
- Connect with your classmates and exchange ideas and information. This is a great way to network, which is very important in business and in professional settings. You never know who you may encounter down the road.
- Don't leave the room before class has ended unless you have an emergency. Please abstain from packing your stuff until the class is over. If you must leave class early, let me know in advance.
- Enjoy your class and explore the topic in new ways!
- Stay healthy and reach out if you need help.

## OFFICE HOURS AND APPOINTMENTS

I can best be reached during office hours. If you cannot meet during that time, you may set an appointment for a different time. I may be contacted via email or phone, but email is more convenient for me to access. My email is [dolivas@utep.edu](mailto:dolivas@utep.edu). I will respond to emails within 48 hours during the work week.

# MULTICULTURAL MARKETING - FALL 2022

## 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.

| Week | Date               | Topics Covered in Class                               | Class Preparation & Assignments Due:<br>Videos (V), Readings (R), Discussion Post (DP), Test review (TR), Blackboard (BB), Journal Entries (JE) |
|------|--------------------|---|---|
| 1    | 23-Aug<br>25-Aug   | Introduction   Course Organization                    | Syllabus   Introductions   Quiz   |
|      |                    | Contemporary US-Overview of Multicultural Markets     | Tharp Ch. 1 (V) (R) (DP1) (JE1)   |
| 2    | 30-Aug<br>1- Sept  | Understanding Cultural Marketing                      | Korzenny Ch. 1 (V) (R)  |
|      |                    | <i>Group Assignments and Project Extravaganza</i>     | (DP2)   |
| 3    | 6-Sept<br>8-Sept   | Composition of the Hispanic/Latino Market             | Korzenny Ch. 2 (V) (R)  |
|      |                    | Lexus case party                                      | (DP3) (JE2) Team agreement/project company  |
| 4    | 13-Sept<br>15-Sept | Identity, Labels and Stereotypes                      | Korzenny Ch. 3 (V) (R) (TR) (DP4)   |
|      |                    | <b>Test #1 in class (First Day-Hispanic Heritage)</b> | <b>Covers Korzenny 1, 2, 3 + Tharp 1</b>  |
| 5    | 20-Sept<br>22-Sept | Language Implications in Marketing                    | Korzenny Ch. 4 (V) (R)  |
|      |                    | Spanglish – No te hagas, you do it too.               | (DP5) (JE3)   |
| 6    | 27-Sept<br>29-Sept | Enculturation, Acculturation                          | Korzenny Ch. 5 (V) (R)  |
|      |                    | Assimilation  | (DP6)   |
| 7    | 4-Oct<br>6-Oct     | Dimensions of Culture                                 | Korzenny Ch. 6 (V) (R)  |
|      |                    | Positioning   | (DP7) (JE4)   |
| 8    | 11-Oct<br>13-Oct   | How to research Hispanics                             | Korzenny Ch. 7 (V) (R) (TR) (DP8)   |
|      |                    | <b>Test #2 in class</b>                               | <b>Covers Korzenny 4, 5, 6, 7</b>   |
| 9    | 18-Oct<br>20-Oct   | US Hispanic Marketing Industry                        | Korzenny Ch. 8 (V) (R)  |
|      |                    | Advertising Industry                                  | (DP9) (JE5)   |
| 10   | 25-Oct<br>27-Oct   | Digital World   | Korzenny Ch. 9 (V) (R)  |
|      |                    | Coca Cola case party                                  | (DP10)  |
| 11   | 1-Nov<br>3-Nov     | African American Market Overview                      | Tharp Ch. 6 (V) (R)   |
|      |                    | African American Market Study                         | (DP11) (JE6) (TR)   |
| 12   | 8-Nov<br>10-Nov    | <b>Test#3 in class</b>                                | <b>Covers Korzenny 8, 9 + Tharp 6</b>   |
|      |                    | <i>Project Workshop exhibition</i>                    | (DP12)  |
| 13   | 15-Nov<br>17-Nov   | Asian American Market Overview                        | Tharp Ch. 8 (V) (R)   |
|      |                    | Asian American study                                  | (DP13)  |
| 14   | 22-Nov<br>24-Nov   | LGBTQ Market Overview                                 | Tharp Ch. 7 (V) (R)   |
|      |                    | Thanksgiving Day-No Class                             | (DP14) (JE7)  |
| 15   | 29-Nov<br>1-Dec    | <b>Team presentations</b>                             |   |
|      |                    | <b>Team presentations</b>                             | <b>Marketing plan/slides + team eval due BB</b>   |
| 16   | 8-Dec              | <b>Test #4 in class same time (130pm) Thursday</b>    | <b>Covers Tharp 7, 8 and studies</b>  |

## **WEEKLY POSTS WEEKLY DISCUSSION POSTS/ ASSIGNMENTS**

Every week you will have an individual or team assignment that will require you to individually submit your post/work on the discussion board during class. Posts must be thoughtful and long enough to convey the message. They must reflect your individual work or discussions you've had with your teammates. Your posts are always due on Wednesday by the end of the day, or otherwise noted. Post assignments will comprise a total 140 points (17.5% of total grade). Late assignments will not be accepted.

## **INDIVIDUAL JOURNAL (CREATIVITY + IDENTITY) PROJECT**

This identity journal is a project for students to learn to embrace themselves as they are, face current issues, realize opportunities from challenges, and determine how to grow as diverse business leaders and marketers. Communicating from a place of power and balance will help multicultural marketing and entrepreneurship students thrive in increasingly changing and diverse environments. This journal aims to help students discover current thought patterns and create new ones for success. Journal will comprise a total 60 points (7.5% of total grade). Additional details and journal topics are available on blackboard.

## **ATTENDANCE AND PARTICIPATION**

Class attendance and participation are highly encouraged. However, if you are sick, you are encouraged to stay home and turn in work remotely. Please let the instructor know immediately and read the COVID precaution statement at end of syllabus.

## **MARKETING PLAN AND TEAM PRESENTATION**

To integrate the many cultural and marketing concepts you have learned during the course, you will be responsible for creating a 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 your strategies in a 15-minute presentation at the end of semester on **Dec 6 & Dec 8**. Additional project details and outline of the plan is available on blackboard. The final plan and presentation comprise a total of 200 points (25% of grade).

## **TESTS**

There will be four tests worth 100 points each (50% of total grade). The tests will cover class discussions, chapter readings, video aids, and will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Exams will be taken in class with a laptop. 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. Students must take tests without notes or aids.

## GUEST SPEAKERS

We may have guest speakers 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.

## EVALUATION

|                                       |            |
|---------------------------------------|------------|
| Weekly posts (14x10pts)               | 140        |
| Journal entries (6x10pts) + 1 extracr | 60         |
| Marketing Project + Presentation      | 200        |
| Tests (4X 100)                        | 400        |
| <b>Total</b>                          | <b>800</b> |

### Grading scale:

|           |
|-----------|
| A=720-800 |
| B=640-719 |
| C=560-639 |
| D=480-559 |
| F=0-558   |

**\*Please note that your performance must reach the number listed above in order to get that letter grade. There is no extra credit provided at the end of the semester. If you have issues with your grade, please address them during the semester.**

## 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.

## RESOURCES

There are many resources for you including workshops, tutoring and health related help. Please take a look at the link <https://www.utep.edu/resources/students.html> for more information.

## **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 28, 2022**. 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>

## **COVID-19 PRECAUTION STATEMENT**

*If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.*

*If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.*

*We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit [www.epstrong.org](http://www.epstrong.org).*