

# MULTICULTURAL MARKETING-SPRING 2020

**INSTRUCTOR:** Denisse Olivas

**CLASS:** MW 6:00 p.m.-7:20 p.m. BUSN 332

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**OFFICE HOURS:** Mondays and Wednesdays 4:30 p.m.-6:00 p.m.

**Required Texts:** Korzenny, Felipe (2017) **Hispanic Marketing: The Power of the New Latino Consumer.** New York: Routledge. 3<sup>rd</sup> Edition. Sharp, 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 additional 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 every Monday and Wednesday from 6:00pm-7:20pm. The course entails chapter, news, and additional material reading, class activities, four tests, one major group project, and a final 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 EXPECTATIONS

As a university student you have the opportunity to practice your marketing skills as well as your professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork.

Here are some of the key behaviors that should be observed and that will help you to have a more productive time:

- 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. Even though this is an elective, you are still required to be present for class. If you do not attend, you will lose points for participation and assignments. Tests are also based on materials and discussions covered in class.
- Be prepared to discuss class chapters. Read chapters and any material that is 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, and take notes only. Please abstain from chatting on your computer. It shows disinterest to the presenter and classmates, and you simply won't learn the material being presented.
- Turn off or silence your cell phone. Your messages can wait. Please abstain from texting, 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.
- Please abstain from taking pictures or recording class unless given permission by instructor.
- Participate and engage! This is the best 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. If it's getting to the end of class, please abstain from packing your stuff until the meeting is over.

## 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 24 hours during the work week.

# MULTICULTURAL MARKETING-SPRING 2020

## SCHEDULE

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

Week	Date	Topic Covered in Class	Readings & Assignments due
1	22-Jan	Introduction   Course Organization	Syllabus
2	27-Jan	Contemporary US-Overview of Multicultural Markets	Tharp Ch. 1
	29-Jan	Understanding Cultural Marketing	Korzenny Ch. 1
3	3-Feb	Group Assignment and workshop	
	5-Feb	Composition of the Hispanic/Latino Market	Korzenny Ch. 2   Read Lexus case
4	10-Feb	Identity and Labels	Korzenny Ch. 3  Bring a personal paragraph
	12-Feb	Stereotypes   Test Review	Korzenny Ch. 3  Find media stereotype
5	<b>17-Feb</b>	<b>Test #1</b>	<b>Covers Korzenny 1-3, Tharp 1 and notes</b>
	19-Feb	Language Implications in Marketing-SpanGLISH	Korzenny Ch. 4   Find ads in both languages
6	24-Feb	Enculturation, Acculturation, and Assimilation	Korzenny Ch. 5   Find source w/ segment
	26-Feb	Creative workshop	
7	2-Mar	Dimensions of Culture and Positioning	Korzenny Ch. 6   Read Toyota case
	4-Mar	Dimensions of Culture and Positioning	Korzenny Ch. 6   Read JCPenney case
8	9-Mar	How to research Hispanics   Test Review	Korzenny Ch. 7   Read Southwest case
	<b>11-Mar</b>	<b>Test #2</b>	<b>Covers Korzenny 4, 5, 6, 7 and notes</b>
9	16-Mar	Spring Break	No class
	18-Mar	Spring Break	No class
10	23-Mar	US Hispanic Marketing/Advertising Industry	Korzenny Ch. 8   Read Illinois case
	25-Mar	Digital World	Korzenny Ch. 9   Read Coca Cola case
11	30-Mar	African American Market Overview	Tharp Ch. 6
	1-Apr	African American Market Continuation	Read study
12	6-Apr	African American Market Continuation	Read study   Find example
	<b>8-Apr</b>	<b>Test#3</b>	<b>Covers Korzenny 8, 9, Tharp 6 and notes</b>
13	13-Apr	Project workshop	
	15-Apr	Asian American Market Overview	Tharp Ch. 8
14	20-Apr	Asian American Market Continuation	Read study   Find example
	22-Apr	LGBT Market Overview	Tharp Ch. 7
15	27-Apr	LGBT Continuation	Read study
	<b>29-Apr</b>	<b>Group Presentations</b>	<b>Marketing Plan Due</b>
16	<b>4-May</b>	<b>Group Presentations</b>	<b>Marketing Plan and Slides Due on (BB)</b>
	<b>6-May</b>	<b>Test #4</b>	<b>Covers Tharp 7, 8 and additional material</b>

# MULTICULTURAL MARKETING-SPRING 2020

## **ASSIGNMENTS**

Assignments will be given during the course of the class and it will include individual and team activities. They total 100 points (14% of grade) and the type of assignment will vary. They will include individual and written team assignments. Late assignments will not be accepted.

## **ATTENDANCE AND PARTICIPATION**

Class attendance and participation are required. Assignments are also part of this grade. You must have both to get full credit for the day. So if you're late or if you miss a day, you will miss part of this grade. Please come to class on time and prepared to discuss chapters.

## **MARKETING PLAN AND GROUP PRESENTATION**

To integrate the concepts and examples you have learned during the course of the class, you will be responsible for creating and presenting a marketing plan. The plan and presentation are worth 200 points (29% of grade). The presentations will take place on Apr 29 and May 4. Each presentation will be up to 15 minutes for each team, plus 5 minutes of questions. They should be illustrated with visuals. You will be graded based on covering all the basics of your plan and delivery of your presentation. Additional project details and outline of the plan are available on blackboard.

## **TESTS**

There will be four tests worth 100 points each (14% each). The tests will cover readings, lectures and guest presentations, and they will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Please be on time on the day of the exam. This means you must be sitting in your seat by the time I end test instructions. 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 SPEAKERS**

We may have guest speakers during the course of the semester to speak about aspects of Multicultural Marketing. Please be respectful during their presentations.

# MULTICULTURAL MARKETING-SPRING 2020

## EVALUATION

Assignments   participation	100
Marketing plan and presentation	200
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 **April 3, 2019**. 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>