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FIU School of Communications + Journalism

MMC 4304: Multicultural Marketing Communications, Seville, Spain Summer A

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COURSE DESCRIPTION AND PURPOSE

There is an increased demand for professional communicators who understand how to reach culturally specific market segments using integrated marketing communication strategies. The focus of this course will be on understanding U.S. Hispanic and Spanish consumers in order to develop effective communications in a multicultural environment. The course will cover the impact of culture, socio-economic differences, trends within Hispanic communities as well as other cultural groups. The content of this course will be useful to understand not only Spanish/U.S. Hispanic audiences, but any multicultural market segment. The goal of the course is to understand culture-based marketing and market research, and apply this understanding to strategic communication decisions. The course will consist of readings, online discussions and individual assignments aimed at increasing students' cultural competence in marketing communication.

COURSE OBJECTIVES

By the end of the seminar, students should be better able to:

1. Describe the US Hispanic and Spanish market according to its salient characteristics
2. Enumerate the factors that make the two markets similar and different
3. Interpret cultural patterns in a marketing framework
4. Analyze and create segmentation approaches for reaching the a culturally specific market
5. Address ethical issues in Hispanic and culturally based marketing

GLOBAL LEARNING

This is a discipline-specific Global Learning course that counts towards your FIU Global Learning graduation requirement.

CEJMC Student Learning Outcomes:

By the end of the semester, the students will:

- Demonstrate an understanding of gender, race ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of professional ethics principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively, and independently

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- Critically evaluate their own work and that of others
- Understand differences in strategic communication perspectives between the US and Spain
- Demonstrate and understanding of cultural differences between and among groups within the US and Spain.

GLOBAL LEARNING COURSE OUTCOMES

Global Awareness: Students will be able to demonstrate knowledge of the interrelatedness local, global, international, and intercultural issues, trends, and systems.

Course Learning Outcome:

Students will be able to:

- 1 Understand the diversity of groups and the importance of cultural understanding in developing communications campaigns at the local, national, and global levels.
- 2 Identify multicultural, demographic, and economic differences among publics and in particular the Spanish and U.S. Market

Global Perspective: Students will be able to conduct a multi-perspective analysis of local, global, international, and intercultural problems.

Course Learning Outcome:

Students will be able to:

1. Understand the differences between Spanish and Hispanic/Latino marketing communications.
2. Understand and apply elements of an integrated marketing communications strategy, especially as it applies to the U.S. Hispanic or a specific Spanish market segment in relation to an international/global destination.
3. Conduct segmentation research and apply those findings to a Spanish or US Hispanic promotional campaign.

Global Engagement: Students will be able to demonstrate willingness to engage in local, global, international, and intercultural problem solving.

Course Learning Outcome:

Students will be able to:

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1. Think critically, creatively, and independently in order to determine the most effective strategic communications messaging for various multi-cultural and international products/services.
2. Present a final team project on an international strategic communication campaign that incorporates cultural attributes.

Course Communication: All students are required to have a working **fiu.edu** email address for this class. While in Seville you are expected to have daily contact with the instructor during weekdays.

Students with Disabilities: If you have any special circumstances it is your responsibility to make me aware of them so that you may be better accommodated. For questions and information, please call the FIU Office of Disability Services at 305-348-3532 (University Park Campus: GC 190) or 305-919-5345 (Biscayne Bay Campus: WUC 100).

Class participation and attendance: This is a participatory course. Students are required to actively participate in class activities, discussions and team projects. Participation will be considered in final grades. Attendance will be documented. Attendance is required for all class meetings, group meetings, and required class activities. No excuse absences are permitted. Absences will only be excused in cases of documented illness or emergencies. Please note: Late arrival and early departure will negatively affect participation for that class.

Site Visits and Active/Team Learning: Students will visit various strategic communication firms, public relations agencies, governmental offices, news media organizations, participate in cultural and historical programming through flamenco shows and dancing classes, visits of various historical palaces and music performances. Besides discussing challenges and current topics with people at these visits, students will also meet Spanish students for discussions. Students will often engage in team-based learning for structured dialogues, group campaign projects and other active and collaborative learning with these site visits.

Departmental writing policy: Good writing is vital to a career in strategic communication. Thus, all papers, reports, and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the paper will be reviewed for writing. For undergraduate students, any paper containing 5 or more errors will automatically lose 10 points (based on 100). For graduate students, any paper containing more than 3 errors will lose 10 points (based on 100).

Academic honesty: Student must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~sccr/standards_of_conduct.htm). In course assignments and exams the use of literature, notes, aids, or assistance from other sources should be clearly. Students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. Cheating or plagiarism will result in an automatic F on the related assignment or exam, and possible further disciplinary measures.

READINGS

To be provided by instructor. Prior to departure students will read handouts about Spain, including

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Editorial DataGroup Europe (2018) “Marketing consulting services in Spain” and discuss. Remaining content will come from site visits in Spain.

Co-Curricular Activity

Please see previous section on site visits and active/team learning. Students will be visiting multiple strategic communication firms, media sites, cultural and historic sites as well as others while in Spain.

ASSIGNMENTS

Market segment profile: You will prepare an overview of a cultural group in the U.S. (for example, South American immigrants, LGBT, the unemployed, the affluent, Spanish millennials, business people, etc). Your profile should include secondary research (from the Internet) describing the market segment you selected, such as demographic characteristics of subgroup in the U.S. (age, ethnicity, family structure, etc.); economic and cultural characteristics; and other information that will shed light on this subgroup, that will be useful to engage this group as an audience. Write up your findings in a brief report and post it on your blog. Use graphs, tables and graphics as appropriate. Not to exceed the equivalent of one page single-spaced.

Current events discussion: You will select a reading about Hispanic/Latino or other ethnic media, marketing communication/strategic communication, or specific campaigns from advertising and public relations trade publications such as AdWeek, Ad Age, Hispanic Market Weekly, PRWeek, Hispanicprblog.com and PRTactics. Article must be full-length articles, not briefs or notes. Each student will facilitate a discussion throughout the week on the discussion forum based on their selected article and relate it to the course content. You will write a blog entry (3-5 paragraphs) where you summarize the article and discuss the issue from the perspective of the Spanish or European market.

Ethnographic observation: Cultural competence requires the ability to step outside one’s cultural comfort zone and learn about one’s own culture by comparing and contrasting it to other cultures. For this assignment, you will select a cultural group to which you do not belong, and conduct a brief ethnography using three methods: (1) secondary internet research about the consumer behavior of members of this culture; (2) two interviews with members of this cultural group; (3) participant observation by participating in an activity or event in which your selected group participates and in which you would not normally participate (e.g. ceremony, party or celebration, traditional food; sports or artistic event; shopping, house cleaning, beauty ritual, etc. – must be culturally-bound activity). You will write a blog entry (3-5 paragraphs) reporting your experience trying to understand a new culture and what insights you gained that would influence marketing strategies.

Campaign critique: You will conduct analysis of a campaign targeting the general market in Spain. You should include a detailed discussion of the main message, execution styles, media strategies, and other campaign tactics. Compare the selected campaign to a similar campaign targeting U.S. Hispanics. You should have a detailed discussion comparing strategies and tactics that would be appropriate for the Spanish market and the U.S. Hispanic market. What would be

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different in terms of cultural competence? Write a critique in the form of an industry article, between 4 and 5 paragraphs and post on your blog.

Cultural Self-reflection: As your final assignment in this class, you will write a blog entry reflecting on what you learned about culturally competent strategic communication during your stay in Spain. How did living in another culture help you learn about your own culture? What did you learn about intercultural communication? What do you wish you had known about multicultural communication before travelling? How will this new insight make you a better strategic communicator? Write an essay entry between 4 and 5 paragraphs and post on your blog.

GRADING

Grades will be based on:

Course Requirements – Blog entries	Weights
Cultural subgroup market analysis – in Seville	15%
Ethnographic observation of target audience member – in Seville	15%
Multicultural communication current event discussion – in Seville	15%
Campaign Critique (due after Seville by end of Summer A)	20%
Cultural self reflection (due after Seville by end of Summer A)	20%
Participation and attendance – in Seville	15%
Total	100%

Grading Scale: 90-100 = A; 80-89 = B; 70-79 = C; 60-69 = D; Below 60 = F

Course Schedule: Exact meeting times for lectures, discussion and required activities will be announced upon arrival in Spain.

Evaluation Process:

1. Measure number of students above an 80% for each assignment.

Minimum Criteria for Success:

80% of students will score 80% or above on each assignment

Sample of students will be assessed.

GENERAL SCHEDULE OF CLASS

May 6 – May 8 in Madrid Spain, location TBA. Orientation to the program and site visits to media and strategic communication companies.

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May 8 – May 25: Meetings in Seville Spain, location: EUSA. Scheduled lectures, discussions and group meetings targeting specific topics in order to develop marketing communication strategies for a specific goal.

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