

COURSE SYLLABUS
Strategic Communications Seminar: Multicultural Communications
1161-RVC-MMC4304

GENERAL INFORMATION

PROFESSOR INFORMATION



Instructor:	Rochelle Patten	Phone:	(305) 846-1814
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Office Hours:	Tues/Thurs- 12-1; by appointment	Email:	rtpatten@fiu.edu

COURSE DESCRIPTION AND PURPOSE

There is an increased demand for professional communicators who understand how to reach culturally specific market segments using integrated marketing communications strategies. The focus of this course will be on how to effectively and strategically communicate in a multicultural environment. The course will cover the impact of culture, socio-economic differences, trends within various multicultural communities and groups. The content of this course will be useful to understand the 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 semester, students should be better able to:

1. Describe various multicultural markets according to its salient characteristics
2. Enumerate the factors that make various cultural groups distinguishable from one another.
3. Explain the dynamics that influence the uniqueness of multicultural markets
4. Interpret cultural patterns in a marketing framework
5. Analyze and create segmentation approaches for reaching multicultural markets.
6. Address ethical issues in culturally based marketing
7. Demonstrate an understanding of professional ethics principles and work ethically in pursuit of truth, accuracy, fairness and diversity

8. Demonstrate an understanding of gender, race ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications
9. Think critically, creatively, and independently
10. Critically evaluate their own work and that of others

TEACHING METHODOLOGY

This is a fully online course in which all of the instructional materials and activities are delivered through Blackboard, and/or other internet-based media. There are no exams in this class, only assignments and a final project due at the end of the semester.

ASSURANCE OF LEARNING

The School of Journalism & Mass Communication cares about the quality of your education. That's why we participate in Quality Matters, a quality assurance program dedicated to continual improvement of online courses. Quality Matters is a faculty-centered peer review process that evaluates and certifies the quality of our online courses. For more information, go to [Quality Matters](#).

SJMC DIVERSITY

The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

IMPORTANT INFORMATION

POLICIES

Please review [FIU's Policies webpage](#). The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

DEPARTMENTAL WRITING POLICY

Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. After the completion of MMC 3104C, 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. Should a paper contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor's discretion, more stringent grading may be applied.

INCOMPLETES

Incompletes will be granted only under circumstances where a student experiences a major unanticipated event disrupting his/her studies, after satisfactorily completing at least half the term. A student requesting an incomplete must present a written explanation detailing the circumstances necessitating the request. If the incomplete is granted, the instructor will write or email the student stating the specific requirements for completion and the time frame in which the student is expected to complete them. Incompletes are not given to students as a way to avoid receiving a failing grade.

TECHNICAL REQUIREMENTS/SKILLS

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the [What's Required](#) page to find out more information on this subject.

This course utilizes the following tools:

Minimum Home Computer Requirements:

Internet access; Microsoft Office with PowerPoint and Word; access to Adobe Connect
FIU online courses tend to work better with Internet Explorer.

Please visit our [Technical Requirements](#) webpage for additional information.

ACCESSIBILITY AND ACCOMMODATION

Please visit our [ADA Compliance](#) webpage for information about accessibility involving the tools used in this course.

Please visit [Blackboard's Commitment to Accessibility](#) webpage for more information.

For additional assistance please contact FIU's [Disability Resource Center](#).

COURSE PREREQUISITES

There are no prerequisites for this course.

TEXTBOOK

Communicating With the Multicultural Consumer: Theoretical and Practical Perspectives

Author: Barbara Mueller

ISBN-13: 978-0820481197

ISBN-10: 082048119X

Publisher: Peter Lang Publishing (2007)



Edition: 2007

Format: Paperback

You may purchase your textbook online at the [FIU Bookstore](#).

EXPECTATIONS OF THIS COURSE

This is an online course, which means most (if not all) of the course work will be conducted online.

Expectations for performance in an online course are the same as for traditional courses; in fact, online courses require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

Online courses are not independent study courses. You will be expected to interact online with the professor and your fellow students; to complete assignments; to meet deadlines; and to work in virtual groups.

Students are expected to:

1. Review the how to get started information located in the course content
2. Introduce yourself to the class the first week of class by posting a self-introduction in the appropriate discussion forum
3. Take the practice quiz to ensure that your computer is compatible with Blackboard
4. Interact online with instructor(s) and peers
5. Review and follow the course calendar
6. Log in to the course at least three times per week
7. Submit assignments by the corresponding deadline

The instructor will:

1. Log in to the course to respond to discussion boards posts, or/and post assignments three times a week.
2. Respond to emails within 48 hours.
3. Grade assignments within 1 to 2 weeks depending on the assignment.

COURSE DETAILS

COURSE COMMUNICATION

Communication in this course will take place via **Email** (rtpatten@fiu.edu). If you have questions that would be useful for all students, you can also post them on the discussion boards (according to topic or

module) so that everyone can benefit from the responses. The discussion forum will be used for class discussions and other postings of general interest related to the course. Everyone can read the discussion forum postings; therefore, do not post private information. Please note that I'm always happy to communicate with students about any issue or topic. If you do not hear back from me within 24 hours, please e-mail me again to make sure I saw your original message. Feel free to schedule an individual appointment with me via Adobe Connect or Skype. I am also available to meet in person, email me at rtpatten@fiu.edu to schedule the appointment.

The Email feature is an external communication tool that allows users to send emails to users enrolled within the course. Emails are sent to the students' FIU email on record. The Email tool is located on the Course Menu, on the left side of the course webpage.

Visit our [Writing Resources](#) webpage for more information on professional writing and technical communication skills.

COURSE STRUCTURE AND PARTICIPATION

The course is designed for active participation. The discussion forums can be used to discuss any questions, comments and observations that students want to make related to the weekly topic facilitated by other students or the professor. You are expected to learn from each other as much as from the readings and the professor. All your assignments will be shared and critiqued by your peers. The week after assignments are due will be devoted to peer critique and discussion. Each student is expected to participate in meaningful discussions throughout the semester that indicate knowledge of the course material.

DISCUSSION FORUMS

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post.

Weekly Discussion Forums: Every week, the professor or a student will post discussion questions that based on the text and/or articles on current events related to multicultural marketing communication. Every student is expected to reply to it (this is considered your course participation). The professor will moderate discussion about the text, and the students who post articles will moderate discussions on their posts. Your comments on the discussion forum must demonstrate thoughtful analysis and that you are up to date on the assigned readings. Students have to reply to the weekly question by THURSDAY of the specific week. For example, if the question is for week 2 (1/18- 1/24)—you must reply to it by THURSDAY 2/21. Late responses do not count. PLEASE CHECK DISCUSSION FORUMS ON A WEEKLY BASIS, as the professor may post a discussion question/task as it relates to the course (in addition to the scheduled CURRENT EVENTS discussions.)

General Discussion Forum: This discussion forum is to post anything that is administrative in nature and not directly related to the readings for the week. This is a place to ask suggestions or general questions of other students. For specific questions to the professor, you should use e-mail.

ASSIGNMENTS

All assignments are due the week indicated on the schedule on **Sunday night by midnight E.T.** (i.e. posted at 11:59PM or earlier on Sunday night). Written assignments and papers should be submitted via the appropriate link on blackboard or discussion board thread and should NOT be sent to the instructor as email attachments. You will receive detailed instructions for each assignment the week on which it is assigned. Details will be provided in your ASSIGNMENT DROPBOX, however, below is a summary of each assignment:

CURRENT EVENTS DISCUSSION: A CURRENT EVENTS DISCUSSION schedule will be posted in the COURSE CONTENT section of the course shell on Blackboard. On your assigned week as discussion facilitator, you are responsible for finding and posting an article before the start of the week for which you sign up. In other words, if you sign up for the week of February 1st, you must post your article and discussion questions by 11:59PM on Sunday, January 31st. You will select a reading related to the topic for the week as per the course. Professor Patten will post the first one so that you have an example of what is expected. Articles must be full-length articles, not briefs or notes. Each student will facilitate a discussion throughout the week in the discussion forum based on their selected article and relate it to the course content.

MARKET SEGMENT PROFILE (White Paper): Part 1 (Group): Choose a cultural sub-group and create an annotated bibliography (at least 15 references) surrounding the sub-group. Part 2 (Individual): Using the references from the bibliography each student within the group will write an individual and separate white paper. Each paper will be about 5 pages not including the reference page.

The paper will include a historical background of the country of origin (if applicable); immigration waves of the specific country of origin into the U.S. (if applicable); demographic characteristics of subgroup in the U.S. (age, ethnicity, family structure, etc.); economic characteristics of subgroup in the U.S. (including but not limited to purchasing power); Cultural characteristics of the subgroup (remember, **culture is not only food and music**—there are many more components that make up a culture and that you should include in your analysis); any other information that will shed light on this subgroup, that will be useful to engage this group as an audience; a SWOT analysis of the sub-group

ETHNOGRAPHIC RESEARCH: 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 submit a report of your experience trying to understand a new culture and what insights you gained that would influence marketing strategies.

CONSEQUENCES MAP (Group): The professor will assign a "what-if" scenario to each group. Each group member will choose one (1) stakeholder: ethnic/cultural group (**mandatory**); government (local, state or federal); consumer; social media; economy; immigration; corporations; etc. and analyze the scenario as it affects that stakeholder. You will each list 2 consequences and then find a link that may exist between 1 or more stakeholders in your group. Each group will create a whiteboard on <http://cosketch.com/> to display the map.

Each member will write a paragraph about what they learned from the result of their group's consequences map.

CAMPAIGN CRITIQUE: Conduct an in-depth analysis of an Advertising, PR, or Marketing campaign of a U.S. company that has branches in others countries. Select a campaign that had national or regional exposure and used different types of media. You should include a detailed discussion of the main message, execution styles, media strategies, and other campaign tactics that may appeal or not appeal to various multicultural groups. Briefly mention the outcomes of the campaign (i.e., whether it is successful or not). You will also conduct a SWOT analysis of the campaign where you will include a detailed discussion on what should be improved to target the audience based on what we learned in the class (i.e., what stereotypes should be avoided, what values should be emphasized and so forth). The information will be presented in PPT, poster presentation or infographic format.

FINAL EXAM: Create a strategic marketing communications plan for the U.S. company, selected in the Campaign Critique, as it prepares to open a new branch in another country separate from one in which it already operates. This assignment has the same requirements as the CAMPAIGN CRITIQUE except that instead of "what is" you are looking at "what will or should be". Make sure your plan incorporates as much of the U.S. operating policies while acknowledging the host country's ethnic or cultural group. Based on the material covered in class you will analyze the situation, market, and target consumer, and make recommendations.

The final exam scenarios will be made available on Monday, May 2 at 12:00 am and will be due on Friday, May 6 at 11:59 PM.

GROUP ASSIGNMENTS: Each student will be assigned to a group. The group will act as an umbrella for each group assignment. For example, if the central idea/theme for the group is "Social media and Marketing Strategies in the Middle East" each student within that group will do an individual assignment based on this theme. Each student will be graded on an individual basis.

PEER REVIEWS: Students will participate in peer reviews of specific assignments, please see course schedule for more information.

Please note that the following information only applies if your course requires the use of Turnitin.com to submit your assignments.

- Review the detailed [Turnitin Instructions](#) on how to submit your assignments and how to review the Grademark comments (feedback) from your professor.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum [hardware requirements](#).

Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact [FIU Online Support Services](#).

Please note that the following information only applies if your course requires the use of the Respondus LockDown Browser to take assessments.

- Review the [Respondus LockDown Browser Instructions](#) on how to install, access your assessments and view your grades.
- After installing the browser, please take the Practice Quiz to familiarize yourself with the testing environment and to ensure that you have downloaded the Respondus Lockdown Browser correctly.

ADOBE CONNECT PRO MEETING

Adobe Connect is an online meeting room where you can interact with your professor and fellow students by sharing screens, sharing files, chatting, broadcasting live audio, and taking part in other interactive online activities.

Requirements for using Adobe Connect:

- Disable any window pop-up blocker.
- [Adobe Flash Player](#) is required to successfully run your Adobe Connect meeting. You can [test your computer](#) to make sure your computer and network connections are properly configured to provide you with the best possible Adobe Connect meeting experience.
- Use of a combination [headset and microphone](#) with USB connection is recommended to ensure quality sound and reduce technical difficulties.

Reference [Adobe Connect \(Tutorials & Help\)](#) to learn about the tool, how to access your meeting rooms and recordings.

GRADING

Course Requirements		Weights	
Current Event Discussion		10%	
Market Segment Profile (White Paper)		20%	
Ethnographic observation of multicultural consumer		10%	
Campaign Critique		20%	
Consequences Map		10%	
Peer Reviews		10%	
Final Project		20%	
Total		100%	
Letter	Range	Letter	Range

Course Requirements				Weights	
A	Above 92	B-	79 - 81	F	0 - 65
A-	89 - 91	C+	77 - 78		
B+	87 - 88	C	70 - 76		
B	82 - 86	D	66 - 69		

COURSE CALENDAR

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Week of	Assignments/Readings/Notes
WEEK 1 Jan. 11-17	<p><i>To-Do List:</i></p> <p>Review the CURRENT EVENT SCHEDULE and make note of your scheduled date.</p> <p>Purchase Book: Please be sure to have your books by <u>week 2</u> if you haven't done so already as it is required for the course.</p> <p>Assignment: Please introduce yourselves in the discussion forum by Sunday 1/17 at 11:59PM.</p> <p>Blackboard: Module 1</p>
WEEK 2 Jan. 18-24	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 1/21 at NOON) This week, Prof. Patten will post and facilitate discussion. This will provide an example of what is expected for the discussion leader post and level of engagement.</p> <p>Readings: Mueller, Chapter 1</p> <p>The Growth of Multicultural Markets</p> <p><i>Supports Learning Objectives:</i> 2, 3</p> <p>Blackboard: Module 2</p>
WEEK 3 Jan. 25-31	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 1/28 at NOON)</p> <p>Readings: Mueller, Chapter 2</p> <p>The Multicultural Consumer and the Marketing Mix</p> <p>Assignment: Market Segment Profile (White Paper) Part 1, Due: 01/31 by 11:59PM</p> <p><i>Supports Learning Objectives:</i> 4, 5</p> <p>Blackboard: Module 3</p>
WEEK 4 Feb. 1-7	<p><i>To-Do List:</i></p>

	<p>Discussion: CURRENT EVENTS (response post due by Thursday 2/4 at NOON)</p> <p>Readings: Supplemental Reading (to be posted by Prof.)</p> <p><i>Supports Learning Objectives:</i> 2, 4, 9, 10</p> <p>Blackboard: Module 4</p>
<p>WEEK 5 Feb. 8-14</p>	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 2/11 at NOON)</p> <p>Readings: Mueller, Chapter 3</p> <p>The Influence of Culture on Marketing and Advertising to Multicultural Consumers</p> <p>Assignment: Market Segment Profile (White Paper) Part 2. Due: 2/14 by 11:59PM</p> <p><i>Supports Learning Objectives:</i> 2, 3, 4, 5</p> <p>Blackboard: Module 5</p>
<p>WEEK 6 Feb. 15-21</p>	<p><i>To-Do List:</i></p> <p>Discussion: Read and critique at least three of your peers' assignments (MARKET SEGMENT PROFILE [WHITE PAPER] PART 2) by Thursday 2/18 at NOON. Additionally, be sure to respond to all critiques that you receive on your own assignments by Sunday 2/21 at 11:59PM.</p> <p>No current events discussion scheduled.</p> <p>Readings: Mueller, Chapter 4</p> <p>Reaching Hispanic Consumers</p> <p><i>Supports Learning Objectives:</i> 1, 2, 8</p> <p>Blackboard: Module 6</p>
<p>WEEK 7</p>	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 2/25 at NOON)</p>

<p>Feb. 22-28</p>	<p>Readings: Supplemental Reading (to be posted by Prof.)</p> <p>Assignment: Consequences Map, DUE 2/28 by 11:59PM</p> <p>Supports Learning Objectives: 2, 4, 9, 10</p> <p>Blackboard: Module 7</p>
<p>WEEK 8 Feb 29 – Mar. 6</p>	<p><i>To-Do List:</i></p> <p>Discussion: Review and critique at least three group’s CONSEQUENCES MAP by Thursday 3/3 at NOON). You can also determine if there are links between your group’s scenario and stakeholders and the other groups’ scenario and stakeholders. Additionally, be sure to respond to all critiques that you receive on your own assignments by Sunday, 3/6 at 11:59PM</p> <p>Readings: Mueller, Chapter 5</p> <p>Reaching African American Consumers</p> <p><i>Supports Learning Objectives:</i> 1, 2, 8</p> <p>Blackboard: Module 8</p>
<p>WEEK 9 Mar. 7-13</p>	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 3/10 at NOON)</p> <p>Readings: Mueller, Chapter 6</p> <p>Reaching Asian American Consumers</p> <p>Assignment: Ethnographic Research, DUE 3/13 by 11:59PM</p> <p>Supports Learning Objectives: 1, 2, 8</p> <p>Blackboard: Module 9</p>
<p>Week 10 Mar. 14-18</p>	<p>SPRING BREAK</p>
	<p><i>To-Do List:</i></p>

<p>WEEK 11 Mar. 21-27</p>	<p>Discussion: Read and critique at least three of your peers' assignments (ETHNOGRAPHIC RESEARCH) by Thursday 3/24 at NOON. Additionally, be sure to respond to all critiques that you receive on your own assignments by Sunday 3/27 at 11:59PM.</p> <p>No current events discussion scheduled.</p> <p>Readings: Supplemental Reading (to be posted by Prof.)</p> <p>Supports Learning Objectives: 2, 4, 9, 10</p> <p>Blackboard: Module 10</p>
<p>WEEK 12 Mar. 28- Apr. 3</p>	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 3/31 at NOON)</p> <p>Readings: Mueller, Chapter 7</p> <p>Advertising Agencies and Multicultural Consumers</p> <p>Supports Learning Objectives: 3, 6, 7</p> <p>Blackboard: Module 11</p>
<p>WEEK 13 April 4-10</p>	<p><i>To-Do List:</i></p> <p>Discussion: CURRENT EVENTS (response post due by Thursday 4/7 at NOON)</p> <p>Readings: Mueller, Chapter 8</p> <p>Ethics and Social Responsibility: Selling to the Multicultural Consumer</p> <p>Assignment: Campaign Critique, DUE 4/10 by 11:59PM</p> <p><i>Supports Learning Objectives:</i> 6, 7, 8</p> <p>Blackboard: Module 12</p>
<p>WEEK 14 April 11-17</p>	<p><i>To-Do List:</i></p>

Discussion: Read and critique at least three of your peers' assignments (CAMPAIGN CRITIQUE by Thursday 4/14 at NOON. Additionally, be sure to respond to all critiques that you receive on your own assignments by Sunday 4/17 at 11:59PM.

No current events discussion scheduled.

Readings: Supplemental Reading (to be posted by Prof.)

Supports Learning Objectives:

2, 4, 9, 10

Blackboard: Module 13

WEEK 15
April 18-24

To-Do List:

Discussion: CURRENT EVENTS (response post due by Thursday 4/21 at NOON)

Readings: Review course content in preparation for the final assignment.

Assignment: **Strategic Marketing Communications Plan (DRAFT), DUE 4/24 by 11:59PM**

Supports Learning Objectives:

1 – 9

Blackboard: Module 14

WEEK 16
April 25- May 2

To-Do List:

Discussion: No current events scheduled.

Readings: Review course content in preparation for the final assignment.

Supports Learning Objectives:

9, 10

Blackboard: Module 15

<p>WEEK 16 May 2-7</p>	<p><i>To-Do List:</i></p> <p>Final assignment (STRATEGIC MARKETING COMMUNICATIONS PLAN) made available Monday 5/2 at 12:00 AM and due Friday 5/6 by 11:59 PM.</p> <p>Supports Learning Objectives:</p> <p>1 - 10</p> <p>Blackboard: Module 16</p>
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