

Course Description**MAR2520 | Hispanic Marketing Communications | 3.00 credits**

Students will learn how firms can formulate strategies to attract the U.S. Hispanic market and its various sub-segments. Emphasis is on strategy formulation and integrated marketing communications, including the use of case studies.

Course Competencies:

Competency 1: The student will respond to the opportunities and challenges of reaching the U.S. Hispanic market by:

1. Examining the immigration patterns of Hispanics from Latin American countries to the U.S. during the 20th and early 21st centuries
2. Explain how this market's demographic, economic, socio-cultural, and psychographic characteristics have evolved
3. Recognizing the increased purchasing power of this market
4. Comparing and contrasting the U.S. Hispanic market characteristics with the overall U.S. population
5. Identifying the similarities and differences between the different sub-segments of the U.S. Hispanic market and geographic location's role on consumer behavior
6. Identifying the levels of acculturation among first, second, and third-generation U.S. Hispanics
7. Recognizing the differences between Spanish-dominant, bilingual, and assimilated Hispanics

Competency 2: The student will formulate marketing strategies and marketing communications tactics targeted to the U.S. Hispanic market by:

1. Performing a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis on select firms targeting the U.S. Hispanic market
2. Identify strategic, tactical, and functional-level marketing plans/programs appropriate for different market conditions and consistent with the SWOT analysis
3. Applying value propositions with a sustainable competitive advantage that would resonate well with this market
4. Recognizing the appropriate marketing communications approach for a given situation, such as translation, transcreation, or language creative development

Competency 3: The student will develop integrated marketing communications by:

1. Identifying the optimal marketing communications mix for the U.S. Hispanic market
2. Comparing and contrasting marketing communications mix elements
3. Recognizing how the size of the marketing communications budget will influence media selection

Competency 4: The student will discuss how marketers use quantitative and qualitative research methods to gather information about the U.S. Hispanic market by:

1. Recognizing how language and culture affect primary data collection studies
2. Distinguishing secondary data collection sources and stating the advantages and disadvantages of each type
3. Comparing and contrasting the response and participation rates for different data collection methods

Competency 5: The student will describe components of the current U.S. Hispanic market and the Spanish language media industry by:

1. Identifying the various types of suppliers specializing in this market
2. Explaining media usage habits and how to maximize the effectiveness of a media plan to reach this target market
3. Recognizing Spanish language television and how this media can be used to target Hispanics effectively

Competency 6: The student will recognize the presence of U.S. Hispanics in the digital landscape and the implications this poses for marketers by:

1. Identifying how Internet usage patterns have evolved in this market
2. Expressing the importance of social media and explaining how its Internet usage differs from the overall U.S. population regarding this market

3. Identifying the mobile technology patterns of this market

Learning Outcomes:

- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives