I. GENERAL INFORMATION

Course Name : Integration Seminar in Marketing
Code and Number : BADM 697E
Credits : 3
Academic term : 
Professor : 
Office Hours : 
Office Phone : 
E-mail: 

II. DESCRIPTION

Research on the decision making problems pertinent to the different marketing strategies. Application of marketing principles and concepts. Analysis of cases and situations of world-wide markets commercial conditions and marketing in different countries. Includes, in addition, the experimental design of surveys, experimental research, sampling, and analysis for the solution of marketing problems. Prerequisite: Have completed all specialization courses. Grade P/NP.

III. OBJECTIVES

By means of the learning experiences developed in the course, the students will be able to:

1. Conceptualize multicultural marketing communication as a field of research and application.

2. Answer multicultural marketing communication questions that marketers encounter in their current work.

3. Identify and describe the components of what is known as Multicultural America.

4. Conceptualize a multicultural marketing communication (MMC) research project.

5. Formulate MMC research questions and hypotheses.
6. Operationalize a MMC research project.

7. Assemble a quantitative MMC research questionnaire.

8. Collect online data to answer specific MMC research questions.

9. Analyze the data to answer research questions and/or test hypotheses.

10. Produce an original quantitative MMC research report.

IV. CONTENT

A. Multicultural markets in the United States
   1. Overview
      a. Growth of the multicultural markets in the United States
      b. Factors influencing this growth
   2. Characteristics of the three ethnic markets
      a. Hispanic Americans
      b. African Americans
      c. Asian Americans

B. Highlights the role of the 4 Ps
   1. Multicultural marketing mix
   2. The selling process in a multicultural environment

C. Cultural sensitivity
   1. Cultural factors and their direct effect in the multicultural marketing effort
      a. Concepts: assimilation and acculturation
      b. Influence of culture on verbal and non-verbal communications
   2. Dimensions of culture

D. Understanding the Hispanic American Market
   1. Profile of the market
   2. Creative and media strategies to reach the market
   3. Understanding the culture’s ethnic identity

E. Understanding the African American Market
   1. Profile of the market
   2. Creative and media strategies to reach the market
3. Understanding the culture’s ethnic identity.

F. Understanding the Asian American Market
   1. Profile of the market
   2. Creative and media strategies to reach the market
   3. Understanding the culture’s ethnic identity

G. Attracting ethnic consumers
   1. Correct use of general market, multicultural and specialty agencies
   2. Diversity in the advertising industry

H. The role of ethnics and social responsibility in the selling process to the multicultural consumer

V. ACTIVITIES

We suggest a combination of the following activities.

A. Teaching – Learning
   Professional resources
   Case discussion
   Videos
   Supplementary reading
   Electronic Presentations
   Working in teams
   Illustrated conferences
   Independent studies
   Directed formal discussion
   Research
   Graphic organizers
   Debates
   Summarize what you have learned

B. Assessment
   Case discussion

   Auto evaluation
   Special projects (surveys design)
   Weekly assignments
   Class presentations
   Discussions and class participation
   Inductive application of the concepts
   Weekly reflection about the teaching process
Working in teams
Identification of personal goals and expectations
Brainstorming

C. Discussion about multicultural markets
Multicultural marketing is a relative new field which deals with the growing multicultural population in the United States.

D. Problem solutions
Research project

E. Creation and presentation of the statements
Oral and written reports.
Class discussions and presentations

F. Search and collect of Web information
Answers to questions about essential issues concerning multicultural marketing.
Search and collect information about culture habits, communication and diversity.

VI. EVALUATION

We suggest a variety of criteria for evaluation that includes:

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<thead>
<tr>
<th>Grade</th>
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<th>% Of The Final</th>
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<tbody>
<tr>
<td>A.</td>
<td>Assignment # 1</td>
<td>150</td>
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<tr>
<td>B.</td>
<td>Assignments # 2 to # 8</td>
<td>350</td>
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<tr>
<td>C.</td>
<td>Final project (Research)</td>
<td>400</td>
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<td>D.</td>
<td>Class participation</td>
<td>100</td>
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Total 1,000 100.00

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro’s Student Center.
B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student’s Rules and Regulations handbook.


Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student’ Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

Suggested textbook(s):


(We recommend using the latest edition of this textbook)

Electronic resources:

WebCat Biblioteca de la Universidad Interamericana de Puerto Rico
http://www.arecibo.inter.edu/biblioteca.

IX. BIBLIOGRAPHY CURRENT AND CLASSICAL

Book(s):

