

FLORIDA STATE UNIVERSITY

Graduate Certificate in Multicultural Marketing Communication

PURPOSE

The 2010 US Census documents that the three main minorities in the US, Hispanic, African American, and Asian, Account for about 37% of the total US population and that in many major metropolitan areas they are now the majority. Estimates vary but at some point between 2030 and 2050 these minorities will constitute the majority of the total United States. Further, they account for almost three trillion dollars of buying power. Other cultural groups that include Native Americans, GLBT, and others further enrich the cultural and economic landscape of the US. Their cultures, however, have not well taken into consideration in advertising and marketing plans. And there is a current vacuum in the US industry of professionals that understand how to address US culturally diverse markets, including basic areas of knowledge such as: demographics, psychographics, consumer insights and behavior, segmentation, cultural archetypes, and media behaviors. This graduate certificate program, then, has as its target audience, graduate students at Florida State University and other institutions and organizations. The certificate is designed to bridge the above mentioned void by offering graduate students and professionals in industry the opportunity to learn about and work effectively with these emerging minorities.

The students benefiting from this certificate program can be any regular graduate students currently enrolled as graduate students at Florida State University or affiliated institutions. This certificate is offered also to anyone with a completed BA or BS anywhere in the world who would like to complete the certificate online and participating of the distance education programs at FSU. The courses in this certificate program can be used as part of the Masters in Integrated Marketing Communication.

Undergraduate students cannot participate of this certificate program and should consider a separate parallel Undergraduate Certificate in Multicultural Marketing Communication to be offered for that constituency soon.

It is anticipated that this Graduate Certificate in Multicultural Marketing Communication will start being offered Spring 2012 or as soon as the FSU Graduate School approves it.

LEARNING OBJECTIVES

The learning objectives to be achieved by completing the requirements for this graduate certificate are listed below.

Graduate students pursuing a certificate in Multicultural Marketing Communication will:

- Acquire the skills necessary to include multicultural marketing considerations in a marketing or advertising plan
- Apply cultural knowledge in formulating strategies directed to a multicultural population

- Conduct research geared to enhance their cultural skills for application to marketing, advertising, and diffusion of innovations
- Practice the principles of account planning in a multicultural context
- Apply multicultural marketing knowledge to their academic and/or professional lives

APPLICATION PROCEDURE

Students interested in obtaining this Certificate in Multicultural Marketing Communication will apply to the Director of the Certificate Program, who is also the Director of the Center for Hispanic Marketing Communication at FSU, Dr. Felipe Korzenny, or an alternatively designated administrator or person.

The application requires the submission of:

- a. A completed application form. This form has been attached to this proposal, below. It collects student data and substantiation of graduate standing.
- b. A one or two page letter of intent explaining why this certificate program is of interest to the student and how s/he will use the skills obtained in his/her professional or academic career. The letter should answer the following questions:
 1. What are plans and goals for activities after obtaining the Certificate?
 2. How will a Certificate in Multicultural Marketing Communication aid the student in achieving those goals?
 3. How will a unique background in Multicultural Marketing Communication benefit the career advancement of the student.

Application materials should be sent to Dr. Felipe Korzenny, Director of the Graduate Certificate in Multicultural Marketing Communication, at 296 Champions Way, School of Communication, Florida State University, P.O. Box 306266, Tallahassee, FL 32306-2664, or by e-mail to FSUHispanic@gmail.com.

Regular and Special students at FSU, from any college or school can apply directly to the Director as indicated above. Students at other institutions and non-degree earning professionals should apply through Academic and Professional Program Services (APPS).

This Certificate is not intended as a diploma or degree.

ADMISSION REQUIREMENTS

In addition to the application outlined above and attached to this proposal, the student must be a graduate student at any institution of higher education, or can be a graduate special student, or can be a professional anywhere who substantiates having finished an undergraduate degree and provides a transcript to support his/her standing. If the applicant is a graduate student not at currently at FSU, s/he must also substantiate their graduate standing by means of a current

transcript or official documentation from their institution. All students can enroll as non-degree seeking special students, unless they plan to use the credit awarded to the courses in the Certificate program to their program of studies at FSU or any other institution. No undergraduate students will be admitted.

This Certificate program has no other admission requirements.

PROGRAM OF STUDIES

Required courses: This certificate program is comprised of four (3 credit) graduate level courses offered by the School of Communication that can be taken in the classroom or online. In addition this certificate program requires that the student writes a **Capstone Experience paper**, applying the course work with to their academic or professional experience. The following are the required courses:

ADV 5415 Hispanic Marketing Communication- This course looks at the largest and fastest growing minority in the US and examines appropriate ways to culturally connect with them – Offered Fall in the classroom and online in the Spring

ADV 5605 Account Planning- Enables students to obtain cultural insights from consumers across different cultures and segments – Offered all semesters in the classroom and online during the Summer

ADV 5416 Multicultural Marketing Communication- Reviews cultural differences and similarities and provides the context for research projects to better understand the consumer communication and behavior of these emerging groups – Offered Spring in the classroom and online in the Fall

MMC 6469 Diffusion of Innovations- This course is an examination of various theoretical and practical issues pertaining to communication's roles in the diffusion of innovations across cultures- Currently only available in the classroom during the Summer but will be available online soon.

A **Capstone Experience** paper will be required of all students. This paper will be a 15 to 20 page paper applying the knowledge acquired to their current academic or professional work. It should not be a summary of the coursework for the Certificate but an application paper that emphasizes the utilization of the knowledge acquired. This paper will be written and will be graded as Satisfactory or Unsatisfactory while the student is taking the last course above and must be submitted two weeks before the end of that semester. The faculty member teaching that last course will grade the Capstone Experience paper.

A formal admission, and completion of requirements checklist is attached. The signatures required ensure that the application materials and the completion of coursework is completed.

Course locations: The Certificate program will be offered on the Tallahassee Campus of Florida State University and online.

CERTIFICATE REQUIREMENTS

The number of credits required for completing this Certificate is 12.

The Director or administrator of the program may allow the **transfer** or “double counting” of one course taken at another institution. That course must be deemed of relevant content and level at the discretion of the director. Under no circumstance will the student be allowed to transfer or “double count” more than one course.

The student must maintain a cumulative 3.0 (B) grade point average or higher in all graduate certificate courses attempted in order for the graduate certificate to be granted. This follows general graduate student grading policies at FSU.

Prerequisites: Any student with a completed undergraduate degree who is enrolled in any program at FSU, or is a Special Student, or a student any other institution of higher learning. Also non-degree earning professionals with an undergraduate degree who want to advance their education and skills.

Standardized Test Requirements: No standardized test requirements superseding those of Florida State University Graduate Admissions will be applied to this certificate program.

Time limit for completion of the program: The Certificate program must be completed within 3 years of its initiation.

Fee per course/credit hour: Fees parallel that of standard graduate-level courses, or APPS fees accordingly.

DESIGN OF CERTIFICATE AND WORDING

Attached is a sample of the proposed certificate and wording.