MULTICULTURAL MARKETING (M485)

CATALOG DESCRIPTION

Multicultural marketing is a discipline that recognizes divergent influences in a varied population and creates customized marketing programs that reach various audiences. Students gain an understanding of the dynamics in a diverse market environment while identifying target audiences and appropriate marketing strategies.

Prerequisites: MKTG 351 and senior standing for undergraduates; graduate standing or instructor consent for graduate students.

COURSE OBJECTIVES AND OUTCOMES

Textbook content coupled with discussions of current examples and projects address the key issues that must be kept in mind when creating effective marketing programs for diverse consumer markets in the United States—from marketing mix elements to cultural norms and values. Such diverse markets include Hispanic, African-American and Asian consumers, as well as 50+ and LGBT consumers. Guest speakers provide further insights to real-world challenges and successes of diverse marketing initiatives.

Key outcomes include:

- Conceptualize multicultural marketing as a field of research and application.
- Answer multicultural marketing questions that marketers encounter in their current work.
- Identify and describe the components of what is known as ‘Multicultural America.’
- Discuss competently the topic of ‘culture’ and its components.
- Conduct in-depth literature searches on ethnic/other segments, using appropriate sources/databases.
- Identify research questions about ethnic/other segments that have not been addressed by current research.
- Building on research results, conceptualize and produce an original multicultural marketing plan for a select segment and product/service/brand.
HELPFUL ONLINE RESOURCES

Multicultural Marketing Agencies
http://www.dmnews.com/multicultural-marketing-agencies/directory/4639/1/

Multicultural Marketing Resources (MMR)
http://multicultural.com/

CONTACT

For more information, contact Dr. Katrin R. Harich (657.278.4674; kharich@fullerton.edu).

Department of Marketing
SGMH 5214, Cal State Fullerton
Fullerton, CA 92834
http://business.fullerton.edu/marketing
657.278.2223
marketing@fullerton.edu