

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Strategic Public Relations
Fall Semester
August 29 – December 5, 2019

**Multicultural Marketing and
Engagement**
PSPR 6222.PR

Wednesday, 7:10 – 9:40 p.m.
Arlington Graduate Education Center

FINAL REVISED August 30, 2019

BASIC INFORMATION AND RESOURCES

Instructor

Sheila Dean Brooks, Ph.D.

Contact Information

Business Email: sbrooks@srbcommunications.com. **Important Note: Email response within 24 hours.**

Course Communication & Expectations

I will be available before and after class each week to address any questions or concerns (preferred). During business hours, students can reach me via Blackboard or via email to schedule a phone call.

You are expected to check Blackboard regularly for assignments, submit assignments by the weekly deadline, and review and follow the course calendar,

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site regularly throughout the semester, as Blackboard will be the primary venue for outside classroom communications between us. Students can access the site at www.blackboard.gwu.edu. Support for Blackboard is available at (202) 994-4948, 7 a.m.-10 p.m. or www.helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures doing research, writing papers, and taking exams. Students will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty.



Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.”

Acts of academic dishonesty are a legal, moral and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at www.studentconduct.gwu.edu/code-academic-integrity.

Support for Students with Disabilities

GWU’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify me if you require accommodations. Additional information is available at www.gwu.edu/~dss.

In the Event of an Emergency or Crisis during Class

If we experience an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we must leave the building, we will account for everyone prior to leaving. Please refer to Campus Advisories for the latest information on the University’s operating status: www.campusadvisories.gwu.edu.

Attendance Policy

Attendance is MANDATORY. If you need to miss a class, it is your responsibility to **notify me via email** IN ADVANCE. Please make sure you turn in any assignments due that week on time to receive full credit. Regardless of the reason for missing class, you will not be able to make up missed class participation points.

Out-of-Class/Independent Learning Expectations

Over the course of the semester, students will spend at least two hours, no more than two and one-half hours per week in class. Required reading for the class meetings and written papers or projects are expected to take up, an average, 8 hours per week. Over the course of the semester, students will spend 35 hours in instructional time and 112 hours preparing for class.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GWU’s online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any of or all the following:

Professor Lawrence Parnell
Director, Strategic Public Relations Program
lparnell@gwu.edu | (703) 299-4150



Jack Prostko, Ph.D.
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | (202) 994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | (202) 994-9309

THE COURSE

Strategic Public Relations Program Objectives

Upon the completion of the Master's in Strategic Public Relations (SPR), students will have obtained an enhanced understanding and skills in:

1. Fundamentals of effective, strategic communications;
2. Best practices for writing, media relations and strategic communications planning and implementation;
3. Leadership in communications on a sound ethical and financial basis;
4. Working with management and staff/vendors to develop and manage the implementation of effective communications strategies.

Course Description and Overview

Multicultural consumers are the fastest growing segment of the U.S. population. With overwhelming statistics that reveal the growth and spending power of multicultural markets, it's no longer a question of whether a brand should implement multicultural marketing. Rather, it's now a question of how to do it. This course will define and examine how brands have shifted their general or total market to be more culturally relevant in ethnic markets and successfully connect with underserved communities.

As multicultural communities increase in size and reach and as diverse institutions gain national prominence, the need for marketing and engagement is clear. Major corporations, government agencies, national non-profits, education institutions and other organizations must develop a strategy on how to build a marketing and advertising campaign with an authentic audience. These companies must integrate multicultural marketing into their strategy to continue to grow, reach and influence.

Goals for Multicultural Marketing and Engagement Initiatives

Multicultural marketing, also known as ethnic marketing or cross-cultural marketing, is the practice of marketing to one or more audiences of a specific ethnicity – typically an ethnicity outside of a country's majority culture, which is sometimes called the general market or total market.



The goals of this graduate course are to:

- Increase the effectiveness and quality of multicultural marketing and messaging
- Better understand multicultural marketing – past, present and future
- Increase visibility and brand awareness in multicultural communities
- Develop a familiarity with multicultural media, institutions and corporate diversity and advocacy initiatives
- Critique existing industry standards
- Develop contemporary marketing expertise and envision new and best practices
- Foster advocacy with key stakeholders in multicultural communities, provide strategic counsel and create programmatic solutions
- Build knowledge of multicultural best practices for marketing, public relations and issue advocacy

Course Learning Objectives

By the end of the semester, you will be able to:

- Explain the dynamics that influence the uniqueness of multicultural markets
- Analyze and create segmentation approaches for reaching multicultural markets
- Create specific messages and values that multicultural stakeholders identify with
- Develop specialized initiatives for media channels designed to better understand the needs of multicultural markets including content and creative development, focus groups, grassroots marketing, digital and social media, event planning and production; analytics, metrics and more
- Develop specialized media buys & placements that reach multicultural audiences
- Identify company blind spots and gaps regarding multicultural communications
- Develop recommendations to better communicate with and reach multicultural stakeholders
- Demonstrate an understanding of professional ethics principles in the areas of communications and marketing in pursuit of truth, accuracy and diversity

Required Readings

Mueller, Barbara. (2008) Communicating with the Multicultural Consumer, Theoretical and Practical Perspectives. New York, NY: Peter Lang Publishing, Inc.

Advertising Age Magazine, **Ad Age** is the leading global source of news, intelligence and conversation for marketing and media. Subscribe @ <http://adage.com/adage-on-campus/membership>. **Note: Periodic Pop Quizzes on Industry Trends**

DIVERGE, the online destination for the new direction of advertising, communications, media and marketing, www.divergenow.com. The weekly online publication presents a Dialogue on Diversity. **Note: Periodic Pop Quizzes on Industry Trends**



The Associated Press Stylebook 2019 (You can purchase the print edition at the AP store (www.store.apstylebook.com) or via Amazon. The AP Online edition already reflects the new rules for citing gender.

The Diversity Style Guide, (<http://www.diversitystyleguide.com>) – “a resource to help journalists and other professionals cover a complex, multicultural world with accuracy, authority and sensitivity. This guide, a project of the Center for Integration and Improvement of Journalism at San Francisco State University, brings together definitions and information from more than two dozen style guides, journalism organizations and other resources. The guide contains more than 700 terms related to race/ethnicity, disability, immigration, sexuality and gender identity, drugs and alcohol, and geography.”

Other Readings as assigned.

Guest Lectures throughout the semester.

Course Expectations

- Work due on Thursday must be turned in via Blackboard before the beginning of class (Thursdays @ 7:10 p.m.) on the assigned date. Late assignments will be marked down by 15 points each day until they are turned in.
- All work for this class must be submitted in Microsoft Word (specs: double-spaced, 1” margins, page numbers, 12-point Times Roman font).
- Attention to detail is important (especially in Marketing!). So, please make sure your question isn’t already answered in a Blackboard announcement or in the syllabus before contacting me.
- Neatness, punctuation, spelling and grammar are critical to our profession and your classroom work.
- Be present in class and participate in discussions. Please no side conversations with classmates, looking at your phone, or using your laptop for anything but notes. This is a graduate-level course and I expect graduate-level work.

Evaluation and Grading

Assignment	Due Date	Percentage Points
Attendance	Every Thursday	25%
Participation and Presentations	Every Thursday	25%
Assignments/Industry Pop Quizzes	Every Thursday	20%
Final Paper	December 5	30%



August 29 (Week 1) – Course Overview

- Introductions, Class Expectations, Syllabus Review and Assignments
- Multicultural Marketing and Engagement Defined
- Multicultural Demographics and Buying Power
- Targeting Multicultural Markets
 - Market Segmentation: A fundamental step in any strategic, integrated marketing campaign, program and/or initiative. Without accurate segmentation, very little audience messaging can be successful.

Final Project Assignment – Class Discussion

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus

Assignment: Read Chapters 1 – 3 (Pages 1 – 100)

Mueller, Barbara. (2008). *Communicating with the Multicultural Consumer, Theoretical and Practical Perspectives*. New York, NY: Peter Lang Publishing, Inc.

DUE: Week 2 – September 5

September 5 (Week 2) – Virtual Class

- Case or Problem posted to Blackboard
- Read and react to Case or Problem
- Cite Text or Other Sources
- Respond to two other student posts
- Discuss at next week's class

Virtual Class Assignment: Select a Multicultural Segment for your Final Project.

Provide a two-page description including your selection and rationale. Conduct an analysis of media for your multicultural segment. Identify three to five issues of importance to the multicultural group you selected.

DUE: Week 2 – September 5 (Virtual Class)

Assignment: Read Chapters 7 – 8 (Pages 251 – 308)

Mueller, Barbara. (2008) *Communicating with the Multicultural Consumer, Theoretical and Practical Perspectives*. New York, NY: Peter Lang Publishing, Inc.

DUE: Week 3 – September 12



September 12 (Week 3) – Advertising Agencies and the Multicultural Market

- General Market + Multicultural + Specialty Agencies
- Ethics and Social Responsibility and the Multicultural Market
- Integrated Marketing Campaign Approach and Communications Planning
 - Discovery, strategic planning, target audience, objectives, positioning, key messages, communications strategy and a solid creative brief
 - Build integrated marketing campaign elements: qualitative research, creative and concept development; media planning, buying and placement, earned media, and measurement (metrics and analytics)

Assignment: Read Chapters 4 – 6 (Pages 107 – 246)

Mueller, Barbara. (2008) Communicating with the Multicultural Consumer, Theoretical and Practical Perspectives. New York, NY: Peter Lang Publishing, Inc.

DUE: Week 4 – September 19

September 19 (Week 4) – Influence of Culture in Marketing and Advertising

Examine cultural behaviors and differences of African American, Latino, Asian American and the LGBTQ communities.

Assignment: 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 and differences of people in this culture; (2) at least two to three interviews with people in 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*, i.e. ceremony, party or celebration; traditional food; sports or artistic event, etc. – must be culturally-bound activity). Present and submit a PowerPoint Oral Presentation of your experience trying to understand a new culture and what insights you gained that would influence marketing strategies.

DUE: Week 5 – September 26

Class Presentations – Ethnographic Research Assignment



September 26 (Week 5) – Class Presentations

Ethnographic Research Assignment – MANDATORY CLASS PARTICIPATION

Guest Lecture / Panel Discussion

Advertising, marketing, media and multicultural market expert shares their experiences.

Assignment: Write, Present and Submit a PowerPoint Oral Presentation of a Creative Brief for an integrated marketing campaign focused on a multicultural segment and a public education or brand awareness campaign issue.

DUE: Week 6 – October 3

Class Presentations – Creative Brief Assignment

October 3 (Week 6) – Politics, Associations and Professional Organizations

- Political themes and issues, voter trends and turnout; demographic trends
- Notable advertising and marketing national nonprofits and associations
- Professional Organizations: AAF, NABJ, NAHJ, AAJA, NAJA

Class Presentations – Creative Brief Assignment MANDATORY PARTICIPATION

Assignment: Research a political, national non-profit, and/or professional organization. Present and submit a PowerPoint Oral Presentation.

DUE: Week 7 – October 10

October 10 (Week 7) – Paid + Owned + Earned

Advertising in transition: from siloed-multicultural to integrated marketing

- Issues of importance and engagement
- Traditional Media – Broadcast + Print + Outdoor
- Digital + Social Media
- Earned Media

Class Presentations – Political + Association + Professional Organization Assignment MANDATORY PARTICIPATION

October 17 (Week 8) – Paid + Owned + Earned (PART 2)

Advertising in transition: from siloed-multicultural to integrated marketing

- Traditional Media – Broadcast + Print + Outdoor
- Digital + Social Media
- Earned Media



Guest Lecture / Panel Discussion

Advertising, marketing, media and multicultural market expert shares their experiences.

Assignment and Class Discussion: Final Project Assignment

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus

October 24 (Week 9) – Measurement (Analytics and Metrics)

Establish social analytics by breaking down the metrics we need to be tracking.

- How to measure social analytics and metrics?
- What metrics are essential for each type of campaign (broadcast, print, digital, social) and why?
- Which metrics are important to track for your proposed campaign?

Assignment: Develop an **Analytics and Metrics Method** of measuring and tracking a client's digital and social media campaign utilizing metrics such as reach, traffic generation, and conversion. Present and submit a two-page PowerPoint Oral Presentation of your approach.

DUE: Week 10 – October 31

Class Presentations – Analytics and Metrics Method Assignment

October 31 (Week 10)

Class Presentations Assignment – Analytics and Metrics Method Assignment
MANDATORY PARTICIPATION

Assignment and Class Discussion: Final Project Assignment

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus



November 7 (Week 11)

Guest Lecture / Panel Discussion

Advertising, marketing, media and multicultural market expert shares their experiences.

Assignment and Class Discussion: Final Project Assignment

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus
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November 14 (Week 12) – Strategic Multicultural Marketing Communications Plan

Combine all you've learned and the essential elements of the marketing mix to make a positive impact on your multicultural audience(s).

Assignment and Class Discussion: Final Project Assignment

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus
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November 21 (Week 13) – Strategic Multicultural Marketing Communications Plan

Bringing together all you've learned and all elements of the marketing mix to make a positive impact on your multicultural audience(s). Discuss elements of your plan.

Assignment and Class Discussion: Final Project Assignment

- Design and develop a strategic, integrated communication plan for a major corporation or organization that is targeting multicultural markets.
Final Project (Integrated Multicultural Marketing Campaign) follows Final Week and Final Project Assignment at the end of the Syllabus
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November 28 (Week 14) – NO CLASS

December 5 (Week 15) – Strategic Multicultural Marketing Communications Plan

FINAL PROJECT DUE:

POST TO BLACKBOARD BY 7:10 p.m. – December 5

Class Presentations Assignment – Strategic Multicultural Marketing Communications Plan MANDATORY PARTICIPATION



STRATEGIC MULTICULTURAL MARKETING CAMPAIGN PLAN

Strategy + Branding

Create the appropriate logo, tagline, and messaging that bridges strategy and tactics, taking you from gathering facts and getting organized, to creating words and pictures that tell a compelling story.

Qualitative Research

- Ethnographic Market Research
- Focus Groups
- Stakeholder Interviews

Creative Brief

Document created to guide the execution of a strategic, integrated marketing campaign through initial meetings, interviews, research and discussions between a client and the agency's creative team in the initial stages and throughout the course of the campaign or project.

- Background & Overview
- Goals
- Target Audiences & Objectives
- Key Messages
- Audience Expectations
- Call to Action / Reasons to Believe
- Timeline
- Technical Requirements
- Request for Information / Request for Additional Resources

Content and Creative Development

Develop and produce campaign creative that reaches intended multicultural audiences

- Ensure that all brand guidelines and standards are properly applied across all communications
- Develop/write/design/produce multicultural campaign materials
- Create language-specific communications materials
- Identify, recommend and develop specialized crisis communications channels and materials to better reach multicultural audiences during emergencies



Media Planning, Buying and Placement

- Traditional + Digital + Social Media PAID Media Plan
- Rankers and their meaning
- Media Channels to Consider
 - Broadcast Production (radio or television commercials)
 - Video Production (brand videos, informational and educational videos, YouTube, social media, and more)

Promotional Marketing to Consider

- Marketing Collateral (brochures, annual reports, website landing page, and more)
- Event Planning and Production

Earned Media

- Pitching News Stories

Outreach Efforts

Drive engagement and foster advocacy with multicultural communities that identify ways to foster relationships and build advocacy with key community stakeholders

- Investigate and present ideas for multicultural community outreach
- Investigate and identify additional community communications channels with multicultural audiences
- Identify and recommend ways to better interact with potential multicultural recruitment prospects

Measurement – Analytics and Metrics

Utilize metrics to track success of multicultural marketing initiatives

- Develop methods to track standard and proactive initiatives
- Track initiatives and success metrics
- Provide regular reporting of progress