

**RECOMMENDED HISPANIC MARKETING DEGREE CURRICULUM  
BY SAVISION AND THE SAN ANTONIO CHAPTER OF THE AMERICAN MARKETING ASSOCIATION**

Course Name	Course Details	Description	Expected Outcomes
<b>La Cultura... The Who, Why and Where of Hispanic Marketing</b>	<b>3 credits</b> Junior Year First Semester Hispanic Marketing 201	This introductory course studies the importance of the U.S. Hispanic market, and details the demographics, psychographics, economic impact, cultural and behavioral differences, and unique needs of the market. The course includes an ethnography of the Hispanic market including experiential living in a Latino community.	The student will understand the economic, social and political impact that the growing numbers of Latinos are having on our country. They will know the differences among Hispanics from different countries of origin. They will understand the geographic and demographic panoramic of Latinos, and the difference in how marketers need to communicate with them.
<b>El Mercado... Understanding The Impact of Hispanics in the Marketplace</b>	<b>3 credits</b> Junior Year Second Semester Hispanic Mktg. 202 Requirements: HM201	This class will analyze the ways Hispanics from different countries of origin spend their time and money, and the impact on the market place. It will focus on acculturation, shopping and spending habits, product preferences, and how marketers effectively position products and services and target their audience.	The student will understand the different acculturation levels and the different behaviors and shopping preferences among Hispanics from different countries of origin and the general market. They will understand cultural nuances including traditions, foods, values and language, and how they impact marketing programs and the commercial environment.
<b>En Vivo... Hispanic Marketing Internship</b>	<b>3 credits</b> Summer between Junior & Senior year Hispanic Mktg. 203 Requirements: HM 201, HM202	This class provides students with the opportunity to gain real life experience by interning with a company or agency actively involved in Hispanic marketing. Students will be expected to work under an experienced Hispanic marketing manager and assist in Hispanic marketing projects.	The student is expected to gain an understanding of what it's like to work on Hispanic marketing campaigns and projects on a day-to-day basis. This internship should include an overview of the sponsoring organization as a whole, as well as a detailed focus on execution of specific projects. At the end of the internship, the student will have a documented project to include in his or her portfolio.
<b>La Campaña... Creating an Effective Marketing Campaign</b>	<b>3 credits</b> First Semester Senior Year Hispanic Mktg. 301 Requirements: HM 201, HM202	This class details the various elements of an effective marketing plan and how it must be customized for the Hispanic market. The class will address research, strategic planning, positioning, advertising, direct marketing, promotions, special events, public relations, and the Web, all focused on effectively reaching target consumers in the Hispanic market.	The student will learn to apply the same general market principles and disciplines to the Hispanic market. They will learn how to create an effective marketing campaign targeting Latinos at both the local and national level. They will be familiar with all elements of the marketing mix. They will learn to choose the right marketing mix for the target audience within budget constraints and considering ROI goals.
<b>Los Exitos... The Best of the Best</b>	<b>3 credits</b> Second Semester Senior Year Hispanic Mktg. 302 Requirements: HM 201, HM202, HM301	This course reviews case studies, success stories and proven best practices from marketers that focus on the Hispanic market. It will address successful and unsuccessful campaigns and elements behind their outcomes. This is an interactive class with group discussion and projects. Students will have access to leading Hispanic marketing professionals who will personally share their insights and experiences.	The student will learn how the most successful companies introduced themselves to the Hispanic market, how they conducted research used for strategic planning, what marketing elements were chosen and why, and how they measured their campaigns to demonstrate success. This will provide the student with the opportunity to interface with practicing Hispanic marketing professionals, and will give him or her a detailed overview of what has worked or not worked in this market.
<b>En Desarrollo... Developing a Hispanic Marketing Project</b>	<b>Capstone Course – Service Learning Project Part I—3 credits</b> First Semester Senior Year Hispanic Mktg. 401 Requirements: HM 201, HM202, concurrent to HM301	This course allows students to gather and analyze secondary research and conduct primary research on a real life service learning project for a business or organization that wants to target the Hispanic market. This class will result in the development of a strategic positioning to solve the client need.	The student will learn how to evaluate a client's need or challenge, and develop a research plan to compile the data needed to develop an effective strategic positioning. The student will gain an understanding of the market through in-depth analysis of existing research and data. He will design and execute both qualitative and quantitative research to develop a foundation for the strategic positioning of a campaign targeting the Hispanic market.
<b>En Práctica... Executing a Hispanic Marketing Project</b>	<b>Capstone Course – Service Learning Project Part II—3 credits</b> Second Semester Senior Year Hispanic Mktg. 402 Requirements: HM 201, HM202, HM301 HM401, concurrent to HM302	This course allows students to use the completed research and positioning from the "En Desarrollo" course to successfully develop and execute a service learning project for a business or organization that wants to target the Hispanic market.	Students will develop and implement a Hispanic marketing campaign at both the strategic and tactical level including targeting, positioning, advertising, consumer promotions, special events, public relations, direct marketing and the Web. Students and the sponsoring organization will evaluate the effectiveness of the campaign using established marketing metrics for ROI.