

Multicultural Advertising in the U.S.

ADV 3411 Section: 2K5S

Class Periods: M Period 7-8 (1:55 p.m. - 3:55 p.m.) W Period 7-8 (3:00 p.m. - 3:50 p.m.)

Location: FAB 0105

Academic Term: SPRING 2025

Instructor:

Santiago Kember

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352-294-1670

Office & Office Hours: Monday 4:00 p.m. to 5:00 p.m.; Wednesday 9:30 a.m. to 10:30 a.m., or by appointment, at the office, or via Zoom conversation. Office location Weimer 3058.

Teaching Assistant:

Kelsy Adams

kadams1@ufl.edu

941-404-5433

Office Hours: Monday at 11 a.m. to 12 p.m. Office: Weimer Hall G-44

Course Communication:

Please email me through Canvas using the subject line “ADV3411” with questions about assignments and class content. Please include as much information as possible in your email so I can respond accurately. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it.

Course Description

Catalog Description: A study of multicultural communities and the process of developing advertising and promotional tactics. This course will explore the methods of utilizing research data for developing and evaluating campaign development while understanding the social, psychological, and cultural framework of diverse audiences.

Course Pre-Requisites / Co-Requisites

A minimum grade of C in ADV3008 is required as a prerequisite course.

Canvas

<http://elearning.ufl.edu/>

Course Objectives

By completing this course, the student will be aware of the process for developing communications to engage with multicultural communities in the USA. This course will explore approaches to leveraging research data to generate insights that facilitate the development of culturally relevant

campaigns while understanding the social, psychological, and cultural framework of diverse audiences. At the end of the course, the student should be able to:

- Understand the key multicultural groups in the U.S.
- Gain a basic understanding of culture and its influence on perception and behavior
- Leverage research data to distill powerful, culturally relevant insights
- Develop rich and insightful descriptions of targets in the form of personas
- Develop a culturally nuanced creative brief
- Learn how to communicate to varying audiences
- Understand and effectively apply culturally relevant creative strategies to solve advertising problems
- Develop and/or adapt a campaign to effectively reach and influence multicultural segments
- Gain experience generating culturally relevant creative ideas as part of a team
- Develop presentation skills
- Constructively evaluate own work as well as the work of peers

Materials and Supply Fees

Please bring your laptop to the class. Some activities will require you to research online.

Required Textbooks and Software

No textbook required

Course Schedule

Course Module	Date	Lecture - In class activity	Ind/Group Assignment	Readings
1 - Why Multiculturalism	13-Jan	Intros and Syllabus		
		Initial Survey		
	15-Jan	Module 1 Culture: Introduction to culture		
	20-Jan	HOLIDAY		
	22-Jan	High & Low Context, 8 elements of culture, Nature vs. nurture		
	27-Jan	Hofstede Model 6 Dimensions		The Hofstede model.pdf
				What Is Multiculturalism? Definition, Theories, and Examples
29-Jan	Reflection shortcuts			
2 - Overview of main advertising audiences and key differences	3-Feb	Quiz 1: Culture	Small Group Reflection #1: Multiculturalism (Due 2/2)	
		Main Multicultural audiences (Intro "The New Madmen")		
	5-Feb	Campaign group project briefing & In-class culture differences and similarities per group		
	10-Feb	Secondary research workshop	Secondary research workshop	
In class secondary research group work				

	12-Feb	Main Multicultural audiences in the U.S. Lecture		
3- Hispanics in the U.S. / Latinx	17-Feb	Quiz 2: Key Audiences	Small Group Reflection #2: Culture & Key Audiences (Due 2/16)	
		Making sense of Secondary research. Storytelling with data		
	19-Feb	US Hispanics Lecture		Psychometrics of a Brief Acculturation Scale for Hispanics / Chapter-7-The-Acculturation-Factor
	24-Feb	Video: HMC Summit Series: Marketer of the Year Fireside Chat	Campaign Group Project: Situation Analysis & Campaign Group Project: Initial Research Design & (due 2/23)	
		Anthropology and Insights -How to conduct primary research		
26-Feb	What's an insight - Preparing for group project insights exercise			
4 - Black Americans	3-Mar	Quiz 3: Latinx Black Americans Lecture 1	Small Group Reflection #3: Digging for Spanish Gold (Due 3/03)	Are you reaching the African American Consumer
	5-Mar	Black Americans Lecture 2		
	10-Mar	Guest Speaker	Campaign Group Project: Primary research Findings Summary (Due 03/09)	Producing white comfort through "corporate cool"
		Video A conversation with Lewis Williams		
12-Mar	Distilling Insights in class using AI	Mid-Term Peer Review (Due 3/15)		
17-Mar	SPRING BREAK			
19-Mar				
5 - Asian Americans and Pacific Islanders	24-Mar	Quiz 4: Black Americans	Small Group Reflection # 4 based on video interview "A Conversation With Lewis Williams: Conversations with Giants" (due 03/23)	Stereotyping Asian Americans: The Dialectic of the Model Minority and the Yellow Peril
		Asian American & Pacific Islanders Lecture		
	26Mar	Group project working session		
6 - Targeting specific segments and other minorities	31-Mar	Quiz 5: AAPI		
		American Indians Lecture		Winnebagos, Cherokees, Apaches, & Dakotas: The Persistence of Stereotyping of American Indians in American Advertising Brands / Images of Native Americans in Advertising: Some Moral Issues -Michael Green, 1993

	2-Apr	Group project working session		
	7-Apr	LGBTQ+ Lecture	Campaign Group Project: Findings Summary: Nuggets, insights and OIIC (due 4/06)	
		Group project working session		
	9-Apr	Quiz 6: Targeting specific segments and other minorities		
7 - Building a culturally relevant brief	14-Apr	Lecture on Cultural appreciation/Appropriation		Targeting a Minority without Alienating the majority: Advertising to Gays and Lesbians in Mainstream Media (2008 Oakenfull, McCarthy, Greenlee)
		Group project working session		
	16-Apr	Quiz 7: Cultural Appreciation & Appropriation		
8 - Group project presentations	21-Apr	Campaign Group Project Live presentation (Selected teams)	Campaign Group Project: Full Presentation (due 4/20)	
	23-Apr		Campaign Group Project Final Peer Review (Due 12/3)	

Attendance

Class Attendance will be taken at each meeting time. Students are also expected to participate actively in class.

Each student is allowed two “free” missed class without penalty to the final attendance point total. However, a “free” absence does not automatically excuse the student from assignment due dates. For excused absences, make-ups, and additional clarification of UF’s attendance policy, please see: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> Please note that for religious absences, UF requires students to notify the Professor prior to the absence.

Late Policy

Unless you have a documented reason for why you cannot complete an assignment by the due date (and except for factors listed at the UF attendance policy link, above), late submissions on homework, exams, and quizzes will not be accepted. Extra credit projects will not be assigned in lieu of late submissions.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should read the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Netiquette: Communication Courtesy

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

helpdesk@ufl.edu
(352) 392-HELP - select option 2
<https://elearning.ufl.edu/student-help-faqs/>

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Class Expectations and Make-Up Policy

- Students should attend all classes. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).
- Students should actively participate in class discussions. I understand that some of you may feel more comfortable than others speaking in front of your peers and /or voicing your opinions. Being able to provide your opinion will be very important in your future as a professional, whether that is orally or in written format.
- Be respectful to the diverse range of opinions during class discussions or group activities. All opinions count.
- Laptops are allowed during class for research and/or note-taking. Cell phones are not allowed during class.
- Students are responsible for all material covered in class.
- Students should complete readings BEFORE the class in which they are discussed.
- Students are responsible for checking Canvas frequently for the latest class information and updates.

Assignments

To fully comprehend multicultural advertising, students will have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to the level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed in each project summary. All assignments must be submitted by the designated due date to avoid point forfeiture.

Quizzes

Quizzes are intended to be short-form, low-stakes assessments that gauge students' knowledge and understanding of the course readings and lectures. Quizzes will be administered via CANVAS. Students must take the quiz within the designated due date to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed and will automatically close at the end of the allotted minutes.

Group Project:

Students will be divided into groups to work on a comprehensive advertising campaign project. Each group will:

- Develop a strategic advertising plan based on a given brief.
- Conduct consumer research and apply insights to their strategy.
- Create a series of creative executions (e.g., print ads, digital content).
- Present their campaign to the class and receive feedback.

Groups will be asked to deliver a formal presentation of their project close to the end of the semester. Each team member will receive a calculated score from individual and group scores. A grading rubric will be provided to clarify the instructor's expectations for the final deliverable and specific milestones throughout the development of the group project.

Peer Evaluation:

To ensure fair grading and provide constructive feedback, each group member will complete a peer evaluation form at the end of the project. This evaluation will assess:

- Contribution to the project
- Collaboration and teamwork
- Quality of work
- Communication skills

Peer evaluations will account for 20% of the group project grade.

Grading & Make-Up Policy:

We will follow UF Attendance Policies regarding attending class, assigned work, quizzes, and exams. You must notify me in advance and have a documented reason for why you cannot promptly complete a given component of this class to be accepted.

For some documented exceptions, and at the instructor's discretion, homework not submitted by the posted due date and time will incur a 10% grade reduction for every 24 hours that it is late, up to five days late. After five days, homework will only not be accepted.

Missing a quiz, activity, or exam without permission results in zero points for such activity or quiz. Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have two business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the absence is required (doctor's note, accident report, etc.).

Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).

Evaluation of Grades

Assignment	Percentage of Final Grade
Quizzes & Individual Assignments	46%
Small group Reflections (4)	24%
Campaign Group Project	26%
Class Attendance	4%
TOTAL	100%

Grading Policy

The following is given as an example only.

Percent	Grade	Grade Points
95.0 - 100.0	A	4.00
90.0 - 94.9	A-	3.67
87.0 - 89.9	B+	3.33
83.0 - 86.9	B	3.00
80.0 - 82.9	B-	2.67
77.0 - 79.9	C+	2.33
73.0 - 76.9	C	2.00
70.0 - 72.9	C-	1.67
67.0 - 69.9	D+	1.33
63.0 - 66.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that violate this code and possible sanctions. Furthermore, you must report any condition that facilitates academic misconduct to the appropriate personnel. Please consult with the instructor or TAs in this class if you have any questions or concerns.

UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student’s work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials, including but not limited to those found on the internet, whether
- published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF’s Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal, educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving student participation solely, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Campus Resources:

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

On-Line Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

Students Complaints