

Multicultural Advertising in the U.S. (ONLINE)

ADV 3411 Section: UFO1

Class Number: 21908

Academic Term: FALL 2025

Instructor:

Pablo Miró

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312-513-7599

Contact: by cell phone call, text or by appointment via Video call conversation.

Course Communication:

Please email me through Canvas or direct email 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 or texting me at my cell is the most efficient way to communicate. I will make every effort to respond to your email/text 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 and MAR 3023 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 Summary				
Week	Module	Date	Details	Due
1	Orientation	Sun Aug 25, 2024	Quiz Course Orientation Quiz	due by 11:59pm
2	Module 1: Why Multiculturalism	Sun Sep 1, 2024	Assignment Learn a New Culture Assignment Lecture 1: High & Low Context, 8 Elements of Culture, Nature vs. Nurture Assignment The Hofstede Model Assignment What is Multiculturalism? Assignment Lecture 2: Hofstede Model 6 Dimensions Quiz # 1: Culture	due by 11:59pm
3	Module 2: Main Multicultural Audiences	Sun Sep 8, 2024	Assignment The New Mad Men Assignment Lecture 3: Main Multicultural Audiences Assignment Culture and Key Audiences Quiz # 2: Key Multicultural Audiences	due by 11:59pm
4-6	Module 3: Class Project Assignment Brief	Sun Sep 29, 2024	Assignment Lecture 4: Project Brief Assignment Group Secondary Research Assignment Group Primary Research Plan and Discussion Guide Assignment Lectures 5-7: Insights Assignment Group Research Findings	due by 11:59pm
7-8	Module 4: Latinx	Sun Oct 13, 2024	Assignment Latinx Discussion Part 1 Assignment Latinx Discussion Part 2 Assignment Marketing to American Latinos Assignment Latinx Discussion Part 3 Quiz Quiz #3: Latinx	due by 11:59pm
9	Module 5: Black Americans	Sun Oct 20, 2024	Assignment African Americans Discussion Part 1 Assignment Black American Consumers Assignment A Conversation With Lewis Williams Assignment African Americans Discussion Part 2 Quiz Quiz #4: Black Americans	due by 11:59pm
10	Module 6: Pacific Islanders and Asians in the U.S.A	Sun Oct 27, 2024	Assignment Asian Americans Discussion Part 1 Assignment Asian Americans Discussion Part 2 Assignment Asian Americans Discussion Part 3 Quiz Quiz #5: Pacific Islanders and Asians in the U.S.A.	due by 11:59pm

11	Module 7: Targeting Specific Segments and Other Minorities	Sun Nov 3, 2024	Assignment Native Americans Discussion Part 1 Assignment LGBTQ+ Discussion Part 2 Assignment Feminine Identity Discussion Part 3 Assignment Multicultural Audiences Discussion Part 4 Quiz Quiz #6: Targeting Other Minorities	due by 11:59pm
12-13	Module 8: Building Culturally Relevant Brief	Fri Nov 15, 2024	Assignment Lecture 8: Cultural Appropriation Quiz Quiz #7: Culture Appreciation & Culture Appropriation	due by 11:59pm
14-15	Module 9	Mon Dec 2, 2024	Assignment Video: Group Project Brief Discussion Topic Final Presentations	due by 11:59pm

Engagement and Group work

Students are also expected to participate actively in all online discussion assignments using Perusall and contribute in all their group assignments.

UF Policies

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

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 online discussions and Group contributions.

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 are administered via CANVAS at the end of every Module. 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 Projects

Groups will be asked to deliver multiple projects throughout the semester. Projects include Consumer Research, Article Analysis, Video Presentations and a formal Multicultural Marketing Video Presentation at the end of the semester. Each team member will receive a calculated score that will result from the combination of the 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.

Grading & Make-Up Policy:

We will follow UF Policies regarding 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, assignments 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 seven days late. After seven days, assignments will only not be accepted.

Missing a quiz due date, group work, or assignment without permission results in zero points for such activity or quiz. Under circumstances where the student misses a quiz, assignment, or group work due date 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/reasons must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).

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.bluer.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.

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**