

# MARKETING LATINIDAD

## MAS392/ANTH 391- 40490

Monday's 3-6pm  
GWB 1.138

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Office Hours: Tuesdays 11am-1pm

### Description:

This seminar examines modes of circulation of culture through the use of neoliberal market logics in the contemporary United States. In this political context, Latinx communities are situated within an ontological system of consumer culture—consumer cultural as a lens through which to interpret the world. We will examine the nature of citizenship as tied to types of consumption, specifically economic (purchasing goods) and sensory (experiencing cultural forms). We will examine different forms of artistic production, some explicitly created as advertising, and others that serve to create a branded image of racialized experiences, as public discourses that constitute rather than simply appeal to communities. Readings come from research in Latinx Media Studies, Cultural Studies, Art History, Gender Studies, Economic Sociology and Economic Anthropology, and Marketing.

### Parents/Caretakers/Children in the Classroom:

If you are a designated caretaker of a baby, small child, or another minor), your child is welcome in our classroom. Please see the professor if you plan to bring your child to class and we can discuss logistic needs.

### Attendance:

Come to seminar & be present.  
You are graded on your level of consistent engagement with discussion & readings.

### Policy on Late Work:

I take requests with a reasonable explanation.

### Learning Goals:

- Articulate the connection between racialized economics and cultural citizenship.
- Identify and interrogate the ontological systems that impact Latinx cultural production in the hemispheric Americas.
- Characterize the impact multicultural marketing and neoliberal social logics on cultural studies discourse.
- Deliver an organized professional presentation to a Mexican American and Latino Studies audience.
- Demonstrate comprehensive analytical writing skills at the graduate level.

### Academic Integrity:

All students are responsible for reviewing and understanding the University's guidelines on academic dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/ or dismissal from the University. For further information about what constitutes academic dishonesty on the UT campus visit:

[http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php).

### Accommodations:

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY. Or go to:

**The instructor reserves the right to amend this document at any time during the semester.**

**Required Texts\*:**

Banet-Weiser, Sarah. (2012) *Authentic™: The Politics of Ambivalence in a Brand Culture*. NYU Press.

Dávila, Arlene. 2012 (2001) *Latinos Inc. The Marketing and Making of a People*. NYU Press.

Díaz, Ella Maria. (2017) *Flying Under the Radar with The Royal Chicano Air Force: Mapping A Chicano/a Art History*. UT Press

Habell-Pallán, Michelle (2005) *Loca Motions: The Travels of Chicana and Latina Popular Culture*. NYU Press.

Mendible, Myra, ed. (2007) *From Bananas to Buttocks: The Latina Body in Popular Film and Culture*. UT Press.

Pabón-Colón, Jessica Nydia. (2018) *Graffiti Grrlz: Performing Feminism in the Hip Hop Diaspora*. NYU Press.

\*All other reading will be uploaded to Canvas.

**Assessment:**

Engagement : 30% (includes reading presentations)

Proposal: 15%

Paper Abstract: 10%

Conference Paper: 30%

Presentation 15%

**Assignments:**Reading Presentations: Books

- Summarize and expand upon 5 key points in the text or texts
- Span 15- 20 minutes in duration.
- Include a visual/ aural supplement to help convey your ideas.
- Generate 3 discussion questions to generate class discussion.
- These questions should bring together multiple readings and address larger issues about methodology, field formation, or key theories.
- Include supporting visuals as necessary

Reading Presentations: Articles or Chapters, etc.

- Summarize argumentation
- Extrapolate/identify methods
- Synthesize questions to start a group discussion
- Span 10-12 minutes

Research Project: Students will select a research topic relevant to the course, and construct a 15min conference style presentations based on original research.

- **Proposal (Due week 5):** Address thesis, method, and relevant bibliography.
- **Abstract (Due week 8):** 350-word abstract to “submit” your conference paper to our class symposium; will be used to sort students into panels.
- **Conference Presentation and Paper (Due week 15):** 7-9 page conference paper (length may vary, but must be timed to be delivered in a 15-minute time slot. Papers will be presented at a symposium (during out last class period) organized in collaboration with the Department of English.

### Reading Schedule

Week 1: 1/21/19	MLK Jr. Holiday: No meeting	
Week 2: 1/28/19	Marketing Race / as / Brand	1. Regulating Target Marketing and Other Race-Based Advertising Practices (Petty et al.)  2. "The Role of Marketing Processes in Creating Cultural Meaning" (Tharp & Scott)  3. "Marketing Blackness" (Crockett)  4. "100% Puerto Rican: Jennifer Lopez, Latinidad, and the Marketing of Authenticity" (Lugo-Lugo)  5. "Marketing To Hispanics Isn't Total Market Vs. Multicultural, It's About Knowing Your Audience." (Diaz <i>Marketing Insider</i> )
Week 3: 2/4/19	Branding in/as American Culture	1. <i>Authentic™: The Politics of Ambivalence in a Brand Culture</i> (Banet-Weiser)  2. Dávila and Rivero. <i>Contemporary Latina/o Media Part 2: 11 (Amaya)</i>
Week 4: 2/11/19	Class x Ideal Consumer Citizens	1. "Transnational Triangulation: Mexico, the United States, and the Emergence of a Mexican American Middle Class" (Limón)

		<p>2. <i>Dávila and Rivero. Contemporary Latina/o Media. Part 3: 13 (Báez)</i></p> <p>3. Starstruck: Acculturation, Adolescence, and the Mexican American Woman, 1920–1950” (Ruiz)</p> <p>4. “A Nation of ‘Shop ‘til You Drop’ Consumers? On the Overspent Puerto Rican Consumer and the Business of Shopping Malls.” (Dávila)</p>
Week 5: 2/18/19	Constitutive Marketing Due: Topic Proposal	<p>1. <i>Latinos, Inc. The Marketing and Making of a People.</i> (Dávila).</p> <p>2. “Yearning for Whiteness: Transnational Circuits in the Marketing and Consumption of Skin Lighteners” (Nakano Glenn)</p>
Week 6: 2/25/19	Coding Consumption & Racializing Consumer Space	<p>1. “ ‘A Race for Order’: Disneyland and the Suburban Ideal” (Avila)</p> <p>2. “ Chocolate Cities and Vanilla Suburbs: Race, Space, and the New “New Mass Culture” of Post War America” (Avila)</p> <p>3. “Productos Latinos” (Polk)</p> <p>4. “The Rise of Inconspicuous Consumption” (Eckhardt).</p>
Week 7: 3/4/19	(Branding) Language	<p>Dávila and Rivero. <i>Contemporary Latina/o Media</i></p> <p><b>1. 4 (Westgate)</b></p> <p><b>2. 9 (Castañeda)</b></p> <p><b>3. 11 (Casillas)</b></p>
Week 8: 3/11/19	Writing /Research Day (no class)  Due: Abstract submission	

**(March 18-22<sup>nd</sup> : Spring Break)**

Week 9 : 3/25/19	Digital Cultural Economy	<p>1. “Why Media Spreads” &amp; 2. “Designing for Spreadability” (Jenkins, Ford and Green)</p> <p>3. The Consuming Self: From Flappers to Facebook (Pooley)</p>
Week 10:	Art(s) as Cultural	<p>1. <i>Flying Under the Radar with Royal Chicano Air Force:</i></p>

4/1/19	Brand	<i>Mapping A Chicano/a Art History</i> (Diaz)  2. Dávila and Rivero. <i>Contemporary Latina/o Media</i> <b>Part 3: 17 (González)</b>
Week 11: 4/8/19	Disruptive Branding	1. <i>Loca Motion</i> (Habell-Pallán)  2. Mendible. <i>From Bananas to Buttock</i> <b>Section 3: 14 (Rojas).</b>
Week 12: 4/15/19	Selling “Latina” Bodies	1-3. Mendible. <i>From Bananas to Buttock</i> <b>Section 1: 1 (Rodríguez), 2 (Fregoso), &amp; 3 (Nericcio)</b>  4. Dávila and Rivero. <i>Contemporary Latina/o Media</i> <b>Part 3: 15 (Cepeda)</b>
Week 13: 4/22/19	Selling Latina “Femininity”	1-3. Mendible . <i>From Bananas to Buttock</i> <b>Section 3: 10 (Ogaz), 11 (Guzmán), 13 (Goldman)</b>
Week 14: 4/29/19	Beyond the Marketplace	1. <i>Graffiti Girls: Performing Feminism in the Hip Hop Diaspora</i> (Pabón-Cólon)  2. Dávila and Rivero. <i>Contemporary Latina/o Media</i> <b>Part 3: 16 (Morales)</b>
Week 15: 5/6/19	Final Symposium (Submit conference paper)	