

ADV 378 Cultural Fluency and Branding

Instructor

Shanteka Sigers

Email

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Office Location

BMC 4.356

Office Hours

By appointment

Course Overview

Modern brands need cultural fluency. Lack of offense is a bare minimum. Cultural fluency is a tool of opportunity, helping brands develop new products and services or earn new consumers. It is a business advantage that anyone with an open mind can learn.

This class requires a basic knowledge of advertising and marketing.

- A definition of cultural fluency as it relates to brands.
- How some brands miss the mark and others excel.
- Introductions to culturally fluent industry experts.
- Understanding the gaps in general knowledge of American consumers and how to go about filling them.
- Ways to apply cultural fluency.

What we aren't going to do:

We are not going to argue the validity of a consumer segment's race, religion, sexuality or ethnicity's point of view. The consumer is the expert on themselves. This is not the comments section.

TA

Qin Gu

Email

guqin@utexas.edu

We are not going to record this class in any way. The ability to explore these topics requires your classmates to speak freely, ask questions and to be vulnerable. *Please, no phones and close your computers in class.*

Office Location

BMC Station #18

We are not going to focus on diversity in advertising.

Office Hours

Friday 12:30-1:30pm

Or by appointment

Required Text

Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation Updated and Revised 2nd Edition, *David R. Morse*

The Culture Code, An Ingenious Way to Understand Why People Around the World Act and Buy the Way They Do *Clotaire Rapaille*

Black Still Matters in Marketing, Why Increasing Your Cultural IQ about Black America is Critical to Your Company and Your Brand, *Pepper Miller*

Additional materials will be distributed in class or available on Canvas.

Course Schedule

Date	Subject
Aug 30	Intro to Cultural Fluency
Sept 4	This is America
Sept 6	History of WTF
Sept 11	Brands with High Cultural Fluency
Sept 14	Brands with Low Cultural Fluency
Sept 18	<i>Guest Star</i>
Sept 20	<i>Guest Star</i>
Sept 25	A Guide to Fluency
Sept 27	A Guide to Fluency
Oct 2	It starts in the Strategy
Oct 4	It starts in the Strategy
Oct 9	There's no L in for Execution
Oct 11	<i>Guest Star</i>
Oct 16	American Woman
Oct 11	<i>Guest Star</i>
Oct 16	Cultural Fluency + Causes
Oct 18	Cultural Fluency + Causes
Oct 23	<i>Guest Panel: Not Black at a Black agency</i>
Oct 25	Did I mention how important strategy is?
Oct 30	Segments have Segments
Nov 1	Segments have Segments
Nov 6	Know Thy Barriers to Purchase
Nov 8	Know Thy Barriers to Purchase
Nov 13	Your Very Own Agency
Nov 15	Ethics
Nov 20, 22	No class

Date	Subject
Nov 27	Applied Cultural Fluency
Nov 29	FINAL PRESENTATIONS
Dec 4	FINAL PRESENTATIONS
Dec 6	FINAL PRESENTATIONS

Course Grading

Weight	Assignments
30%	Exercises
60%	Final Project Presentation
10%	Participation and Attendance

Exercises (30%)

I'll give a topic in class and everyone will contribute. For example, *Find an example of a classic symbol of America. It can be an icon, product, song, culture, saying and anything else.* **Listen for the specified format:** submit a slide, upload to Canvas or arrive in class prepared to discuss.

I am going to introduce you to industry professionals who will have assorted POV on Cultural Fluency. You will write a one double spaced, 10 pt., Times-ish font of thoughtful response. Students may be called upon to discuss their response in class.

When I ask for a response, do not summarize the material. Tell me how it expanded your understanding of branding. Connect it to other concepts in class or in other classes. Link it to your own explorations in Cultural Fluency. Suggest how you might apply this in other coursework or assignments.

These are just a few examples. But this is advertising ... I could assign anything.

Final Project Presentation (60%)

You will work in small groups. Do not submit a beautifully designed deck with no substance. I would rather have a plain deck that is strategic, thoughtful, organized and persuasive. (Presentation 20% Final Deck 40%)

Participation and Attendance (10%)

I'm looking for quality as well as quantity here. Qin and I have a system. We are looking for you to demonstrate insights on the readings and other course material plus your performance when called upon in class. Poor attendance will affect your grade.

Assignment Submission Policy:

No late work will be accepted. Qin is the keeper of the assignments. Turn things in on time, please. We will be moving at a fairly quick pace and many assignments will become pointless after the deadline as the material has been incorporated into the next class. If something comes up that prevents you from attending class and working on the day's activity, it is in your best interest to contact the professor or TA prior to class time.

Letter Grade	Number Grade
A	93.5-100
A-	89.5-93.4
B+	87.0-89.4
B	83.0-86.9
B-	80.0-82.9
C+	77.0-79.9
C	73.0-76.9
C-	70.0-72.9
D+	67.0-69.9
D	63.0-66.9
D-	60.0-62.9

Additional Information

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone). Also, see <http://www.utexas.edu/diversity/ddce/ssd/>

Canvas

If you are lost in Canvas, contact the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m.

Religious Holy Days

UT Austin policy: Notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. We will come up with a plan to accommodate missed assignments and/or classes.

My teaching

Although I teach cultural fluency as a creative director, this is my first time formally distilling the practice into a course for university students. This means that I'm designing exercises and assigning readings in response to our time together in class. That makes your presence and participation in class very important.

Thank you for choosing to explore this subject with me.