

UNIVERSITY OF THE PACIFIC

Proposal for Independent Study for Graduate Students

Name: _____ **Semester and Year:** Winter Spring 2009

ID Number: _____ **Home Telephone:** _____

Home Address: _____

Independent Study Course Information

Course Reference No.: _____ **Dept.** MAIR/SIS **Course No.:** MAIR 291 **Units:** 3

Title (as it should appear on your transcript): Interactive Food and Beverage Marketing: Targeting Latino Youth in the Digital Age

1. **Justification for this Independent Study.** Why do you want to design and undertake this Independent Study course? (The content of an Independent Study should not duplicate the content of a regularly-offered course.)

Recent interest on in the Latino/Hispanic population and culture has given way to fruitful research and an increased interest on who the Hispanics and Latinos in the U.S. are. In 2005, Nilda Chong and Francia Baez published in 2005 a guide for supervisors and managers who work with Latino/Hispanic titled "Latino Culture: A Dynmaic Force in the Changing American Workplace" whichthat sites cross-intercultural studies pioneers such as Geert Hofsetede and other ethnic and acculturation studies academics including contemporary Amado Padilla. Moreover, aA more very comprehensive book on Hispanic marketing, titled "Hispanic Marketing" by multicultural marketing experts Felipe Korzenny & Korzenny (2005), endorse and speak of a breakthrough new field in marketing which that focuses on the intimate knowledge of the Latino/Hispanic consumer. He argues that "A lack of attention to [the] cultural aspects can mean the difference between a powerful ad, and either an ineffectual, or worse, an aversive ad for the intended Hispanic audience." (p. 6). By all means, ethnic marketing in particular one that targets African-American or Latino/Hispanic youth has become promising, specialized, and lucrative.

I am interested in studying how the cultural research and knowledge has been utilized by marketers to target ethnic minorities specifically Latino youth who are the most vulnerable to new trends in technology. I want to know: -What kind of cultural knowledge are mMarketing researchers using to target Latino youth online and how effective are their interactive advertising campaigns. Through this study, I want explore specifically how advertising practices use cultural savvy, along with the ever-growing access to digital media by Latino youth, to change the way companies in the food and beverage industry are doing business with Latino youth.

Through this study, I want to give voice and support efforts by policy makers, public health professionals and parents to curtail exploitative advertising practices by demonstrating how the cultural savvy, along with the ever-growing access of digital media, has been used to change the perception of food and beverages and the way companies are doing business with youth.

2. Description of the Content of this Independent Study.

I will study current trends in internet marketing in Spanish and bilingual English/Spanish that target Latino/Hispanic youth who access interactive websites that combine mobile marketing, video games, Instant Messenger, and user generated content (UGC) or web 2.0 sites such as MySpace.com and Facebook.com. I will investigate and how marketers combine these communication technologies with cultural research that helps them understand what makes Latino/Hispanic youth a separate market segment. I will focus on interactive internet food and beverage advertising to bilingual English/Spanish Latino and Latina between 18 and 25 years-old.

The topics I will explore independent study will include in the a literature review, pilot interviews, and a comparative study of Spanish and bilingual internet sites. A critical study will be included in by the Interactive Food & Beverage Marketing: Targeting Children and Youth in the Digital Age 2008 report by the Berkeley Media Studies (BMSG) Group (BMSG) in collaboration with the Public Health Institute and which will be an important part of my literature review. included in the lecture I will prepare for a conference presentation. I will work under the supervision of U.C. Berkeley, Public Health professor and BMSG Director Dr. Lori Dorfman and in collaboration with Multicultural Marketing consultant Dr. Maria Alaniz from San Jose State University. The BMSG report provides has three objectives that help guide this study:

1. to provide an overview of the key developments that are shaping the new digital marketing environment, with particular attention to the targeting of children and youth;
2. to identify the major contemporary strategies used by food marketers to promote their brands to children and adolescents, including the targeted efforts to reach multicultural youth; and
3. to offer recommendations for further research, public education, corporate initiatives, and policy interventions.

The topics included in this independent study will be aligned with the objectives of the BMSG annual report but with a focus on Latino/Youth and will include an understanding of:

1. The the disproportionately increasing health calamities in youth such as poor nutrition, overweight and respiratory problems;. Changes the changes in nutritional practices among adolescents who consume more saturated fat, sugars and salt and the role of advertisement in influencing youth's food and beverages choices.
2. Tthe expansion of digital media and the new "marketing ecosystem" related to youth as early adopters of new technologies.that includes cell phones, mobile devices, instant messages, videogames, combined with television.
2. m and youth as early adopters of new technologies.
3. inority youth as targets for new interactive advertisement. How are Latino/Hispanic youth being reached?
4. the push into digital media to use "alternative platforms" to market to youth. Research-and-development (R&D) initiatives to enhance interactive advertising tailored specifically for young Latino/Hispanic by the top food and beverage companies.

5. the ways major food and beverage companies are marketing their products to young Latino/Hispanic in the digital media by examining the companies' public documents and press statement, with an analyses of Spanish and bilingual English/Spanish websites and other online content.

I will also read:

- Acuña, R. (2000). *Occupied America: A history of Chicanos* (4th. ed.). Menlo Park, CA: Addison Wesley Longman.
- Chester, J., & Montgomery, K. (2007). *Interactive food & beverage marketing: Targeting children and youth in the digital age*. Berkeley CA: Berkeley Media Studies Group.
- Chong, N., & Baez, F. (2005). *Latino culture: A dynamic force in the changing American workforce*. Yarmouth, ME: Intercultural Press.
- Dávila, A. (2001). *Latinos, Inc.: The marketing and making of a people*. Berkeley, CA: Berkeley University Press.
- De La Fuente, D. (2007, December 1). McDonald's tempts Latinos with 'flying fry.' *Brandweek*. Retrieved November 1, 2008, from http://www.brandweek.com/bw/eseach/article_display.jsp?vnu_content_id=1003688127
- Korzenny, F., & Korzenny B.A. *Hispanic Marketing: A cultural perspective*. Burlington, MA: Elsevier Butterworth-Heinemann.
- Korgaonkar, P., Silverblatt, R., & O'Leary B. (2001). Web advertising and Hispanics. *Journal of Consumer Marketing*, 18(2), 134-152.
- Korgaonkar, P., Silverblatt, R., & Becerra, E. (2004). Hispanics and patronage preferences for shopping from the internet. *Journal of Computer-Mediated Communication*, 9(3), 00-00.
- Palumbo, F., & Teich, I. (2005). Segmenting the U.S. Hispanic market based on level of acculturation. *Journal of Promotion Management*, 12(1), 151-173.
- Peñaloza, L., & Gilly, M. (1999). Marketer acculturation: The changer and the changed. *Journal of Marketing*, 63(3), 84-104.
- Rodriguez, G. (2007). *Mongrels, bastards, orphans and vagabonds: Mexican immigration and the future of race in America*. New York: Pantheon Books.
- Reveron, D. (2007, June 11). Bicultural can-do: Retroacculturation surges among English-dominant Latino youths. Savvy marketers will need to pick up their pace. *Brandweek*. Retrieved November 1, 2008, from http://www.brandweek.com/bw/eseach/article_display.jsp?vnu_content_id=1003596661
- Singh, N., Baack, D., Pereira, A., & Baack, D. (2008). Culturally customizing websites for U.S. Hispanic online consumers. *Journal of Advertising Research*, 48(2), 224-234.
- Torres, I. M., & Gelb, B. D. (2002). Hispanic-targeted advertising: Mores sales?. *Journal of Advertising Research*, 42(6), 69-75.
- Ueltschy, L. C., & Krampf, R. F. (1997). The influence of acculturation on advertising effectiveness to the Hispanic market. *Journal of Applied Business*, 13(2), 87-102.
- Williamson, D. A. (2006, April). *Hispanic youth online: Language and culture define usage*. Retrieved December 7, 2008, from http://www.emarketer.com/Reports/All/Hispanic_may06.aspx

3. **Educational Objectives of this Independent Study.** What do you expect to accomplish? What are your educational objectives in terms of skills to be learned and knowledge to be gained?

After completing this study I will be able to:

1. Identify online media strategies that target Latino/Hispanic youth.
 2. Understand Explain different digital advertising tactics used on cell phones, instant messenger and interactive internet sites.
 3. Compare and contrast Spanish and bilingual English/Spanish digital marketing.
 4. Analyze how companies measure online user interaction and response.
 5. Assess the new “engagement” or interactive marketing and how consumers respond to it.
4. **Design of the Study and Resources to be Used.** How are you going to accomplish your educational objectives? That is, what are you going to do, how are you going to do it, and what resources will you use? (Please see attached reading list).

Activity 1. Read books and articles about a) Hispanic/Latino marketing, b) digital marketing to youth c) interactive food & beverage marketing targeting Hispanic/Latino youth.

Activity 2. Interview a 21 year-old Latina6 Latino youth asking questions about internet and cell phone use preferences, time spent online, favorite interactive and UGC websites, ethnic identity, peers influence, favorite ad campaigns, and preferred computer or video games. The interviewees will be is a first generation bilingual college students who has access to internet and spends many hours socializing with friends online.

Activity 3. Study three to five major online advertising campaigns by leading food and beverage companies. Collecting qualitative data under the supervision and direction of Dr. Dorfman.

Activity 4. Develop a case study on one digital advertising campaign.

Activity 5. Prepare a report of my findings for BMSG and my independent study advisors.

5. **Timeline.** What is your timeline for completing various tasks during this Independent Study course?

Activity 1: Reading books and articles – 40 hrs.

Activity 2: Write a literature review based on reading – 5 hrs.

Activity 3: Interview 6 Latina youths - 6 hrs.

Activity 4: Study and analyze Spanish and bilingual English/Spanish interactive websites and internet advertising 60 hrs.

Activity 5: Synthesize the reading and internet analyses for a 10 page summary of the report – 30 hrs.

Activity 6: Translate necessary content into English – 10 hrs.

Activity 5: Design a lecture and power point presentation based on report – 10 hrs.

6. **Method of Evaluation.** How will you and the instructor know that you have accomplished your educational objectives? How will you both determine your success, e.g. a term paper, a report, an observed performance, or some other measures?

This independent will culminate in a report to be submitted to the BMSG and my independent study advisors. in a one-hour presentation at the _____ conference. I will submit a copy of report and power point presentation that I intend to use for my presentation at the _____ conference to my evaluating instructor. My educational objectives will be demonstrated by the lecture and presentation and a copy of summary of the report. I will work under the supervision of U.C. Berkeley, Public Health professor and BMSG Director Dr. Lori Dorfman and in collaboration with Multicultural Marketing consultant Dr. Maria Alaniz from San Jose State University.

7. **Importance of this Independent Study.** How will this Independent Study course contribute significantly to your educational and life goals?

This Independent Study course will shape the direction of my research interest as an interculturalist including the topic of my thesis. I want to support public health professionals in their endeavor to favor healthy practices and ethnic marketers to be more responsible in their advertising practices to youth by providing sound research on in both areas - Ppublic Health health issues and Hispanic Marketing marketing by combining my own experience as an immigrant, a public health educator, a bilingual communication specialist, and above all as an academic and trained interculturalist.

After graduating from the master's program, I would like to continue to conduct research, write articles, and present information on this topic to make marketers, and public health workers, and the general public more knowledgeable of cultural differences. I hope and to use that knowledge with sensitivity and respect mostly ofto help young people who are an easy and vulnerable target in terms of their developing ethnic identity and their buying choices.

Signatures

Student	_____	Date_____
Instructor	_____	Date_____
Department Chair	_____	Date_____
Dean	_____	Date_____

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