RBSMIM01H Minority Marketing (HP)

Course module: RBSMIM01H
Credits (ECTS): 2
Category: SG (Student-driven track)
Course type: Elective at hogeschool level
Language of instruction: English
Offered by: Hogeschoolbrede keuzevakken;
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Lecturer(s): C. den Boer

Content
Can you sell Chanel’s little black dress to a Muslim woman? Can you imagine Conchita Wurst in a commercial for a conservative institute like a bank? Does an African-American girl feel addressed by a commercial with white models only? In this course you will get to know the huge diversity of our multicultural society. Every week we will discuss another minority group, their history and (cultural) practices and how to take these practices into account in a marketing plan.

Starting level of the student:

- basic knowledge of marketing principles,
- high level of English
- open attitude towards all minority groups

The course matches the profile of the RBS: Many courses, but also the research conducted by the RBS research lecturers focusses on inter- and multicultural organizations and partnerships. The focus on inter- and multicultural clientele, as this elective would provide, could enrich this profile. Beside the profile of the RBS this course would match the needs of the student population in a city as Rotterdam, since our student population is very multicultural itself. This elective would enable our students with a minority background to reflect on their own economic position both as a consumer and as a future marketing executive. Since it is a HP-course, it offers an interesting insight for students from various academic backgrounds. It would offer new insights not only for RBS students, but also for students from social studies, health care and teacher trainings, because students of these programs need to be able to connect with people from different backgrounds for various reasons and these students ideally can play a role in emancipating minority groups.

This course will meet all criteria as formulated in the Dublin descriptors

Acquiring knowledge and understanding

- Reading materials
- Theoretical insights communicated by the (guest) lecturers
- Insights obtained during the preparation of the assignments (team presentation and collective report)

Applying knowledge and understanding

- Preparing a tailor-made solution for a (future) Marketing issue for one specific minority group (or subgroup) discussed in class. (see below “toetsvorm”)
The collective assignment-format will enable students to apply knowledge from their own background and to integrate insights from other participants coming from different backgrounds (cross-disciplinary approach).

Making informed judgements and choices

- Preparing weekly questions based on the reading materials
- Discussing priorities in the framework of the preparation of the team presentation

Communicating knowledge and understanding

- Preparing a team presentation and a jointly written report for stakeholders in the field

Capacities to continue learning

- In accordance with the aims of the HR Honours Programme the course will enable students to establish contacts with students and staff from other HR institutes as well as with stakeholders from the field. This will be useful for the students’ study and career.

Minority Marketing: OVERVIEW OF WEEKLY TOPICS

**WEEK 1 Introduction into the program:**
What will you learn?
How will you be tested?
Introduction into the content:
What is Minority Marketing? But more importantly, what is a Minority? Why is Minority Marketing important from the point of view of companies but also from the perspective of emancipation of minorities?
Introduction into the assignment:
What is the case? Which product by which brand can we market to which minority group?

**WEEK 2 Islamic Branding**
Short history of Islam in Western Europe, socio-economic position of Muslims in Western-Europe, specific needs and trade traditions of Muslims

**WEEK 3 Jewish Branding**
Short history of Jewry in Western Europe, socio-economic position of Jews in Western-Europe, specific needs and trade traditions of Jews

**WEEK 4 Representation of Non-white people in advertising**
Racial stereotypes in advertising

**WEEK 5 Branding and Gender**
Gender stereotypes in advertising. Women as a “minority”?

**WEEK 6 LGBTQ and Marketing**
Short history of homosexuality in Western Europe, socio-economic position of homo- bi and transsexual men and women in Western-Europe, specific needs and trade traditions of this group

**WEEK 7**
Writing the final report, preparing presentations and ask for tips and feedback from the teacher

**WEEK 8 Team presentations**

The weekly lectures will have the following structure:

- 45 minutes presentations given by the (guest) lecturer(s)
- 5 minutes break
- 20 minutes discussion of the lecture and of the reading materials
- 30 minutes tutorial for the students (assistance with their assignment)
Team presentation on a real marketing issue in which a specific product and/or brand must be targeted towards one of the minority groups discussed in class. Each group of students discusses a different minority group.

Requirements:
- Each participant should speak at least 5 minutes and refer explicitly to the reading materials or lectures of this course.
- Each presentation should be innovative in that it should propose a tailor-made, workable solution for a real marketing issue. The company (to be involved in a later stage) will have a say in the evaluation of the presentation.
- The learning outcome should also be elaborated into a report that will be published (internet) and presented to stakeholders (the company, the research lecturers who research inter- and multicultural organizations).
- This final report should contain at least 4,000 words (approx. 10 pages full-text).
- Each participant will be graded for both his/her individual role in the presentation (25%) and a group grade for the final report (50%).
- The remaining 25% will consist of active participation during the lectures (preparing and asking questions, having read the literature) and discussions after the lectures.

Honors Program Specification (see also the more general explanation here below):
The testing method of this course complies with the HP-requirements in that it
- has a strong collaborative component that should enable cross-fertilization between different disciplines.
- has a strong innovative and solution-driven component with a special focus on the Rotterdam-dimension (as a multicultural city).
- has a strong skills-oriented profile which implies that HP-students may expect specific feedback on their future role as excellent professional.

Literature:

- Word of Mouth, Brand Loyalty, Acculturation and the Turkish Ethnic Minority Group in Germany Procedia - Social and Behavioral Sciences, Volume 99, 6 November 2013, Pages 455-464
- Perceptions of the food marketing environment among African American teen girls and adults, Appetite, Volume 58, Issue 1, February 2012, Pages 396-399
- Gender-role stereotypes in integrated social marketing communication: Influence on attitudes towards the ad Australasian Marketing Journal (AMJ), Volume 21, Issue 3, August 2013, Pages 168-175
- "Appearance potent”? A content analysis of UK gay and straight men's magazines
- Body Image, Volume 11, Issue 4, September 2014, Pages 474-481
- Glen S. Jankowski, Helen Fawkner, Amy Slater, Marika Tiggemann