Marketing for the Hispanic World 4013 - 101
College of Humanity and Social Sciences
Fall 2026: August 24 – December 4
PY 203

Contact Information

Instructor: Dr. Claudia Montoya
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Office Hours: Tuesday/Thursday from 11:30 am to 12:30 pm and from 2:00 pm to 3:00 pm; Wednesday from 11 am to 12 pm
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Course Description

This is an interdisciplinary course in which basic principles of Marketing will be explored in Spanish, and applied to Spanish-speaking markets through research and practice. The course demands student engagement and participation through different modalities of academic work such as group discussions, group projects, and individual presentations.

Textbook & Instructional Materials

There is no required textbook for this class other than a dictionary English-Spanish. However, the main source of knowledge for this class will be the lectures presented by Dr. Torres-Rico, if you miss one of those lectures, you will be missing content that you will find nowhere else. Make sure you bring a notebook to write and a computer in order to do research.

Study Hours and Tutoring Assistance

This is an advanced Spanish course for which you will need at least two hours of preparation per week. The university does not offer tutoring for this level of

Spanish; hence, if you feel you are struggling with the class, please contact professor Montoya immediately.

Student Handbook

Refer to: Student Handbook

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individuals to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. Office of Student Conduct

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this Moffett Library webpage to explore these resources and learn how to best utilize the library.

Grading

Course Grade - List all graded assignments with their point value and or percentage of total grade. Letter Grade Scale indicate the overall points or % to letter grade scale for example 1270 to 1137 = A.

Grading Elements:

Assignments	**# of items**	**Percentage**
Class Participation	-	25%
Project Plan	12	35%
Defend your strategy (oral conversation)	2	10%
Final Presentation	1	25%
Peer evaluations	2	5%
Percentage	-	100%

Total percentages for final grade.

Grade	Percentage
A	90 – 100 %

Grade	Percentage
B	80 to 89 %
C	70 to 79 %
D	60 to 69 %
F	Less than 60 %

Homework

Because this course is a project-based class, most of your homework will be research about markets and products in Hispanic countries or communities. Also, the homework will include preparation for presentations of such research. There is no specific grade for homework, but your consistency doing what is assigned for homework will determine the quality of your final products.

Participation

There are no quizzes assigned for this class. The course is project and production based. So, what it will be an essential component of the class is participation combined with attendance. In this class there will be 'lecture days' and 'preparation days'. Dr. Torres-Rico will give a particular lecture and that same day she will give you a small activity to practice what you learned; hence, she will assign you participation points. Then, Dr. Montoya will be in charge of supervision a larger project related to that lecture, and she will assign participation points as well, those points will be combinate to produce the participation grade for that segment. During the semester you will receive about 5 participation grades that will be averaged. This will be a good way to measure your progress in the class.

Project Plan

Throughout the semester, you will work with your consulting team to develop a marketing plan for a company entering a Spanish-speaking country. **The Spanish Labs will guide you through the project step-by-step.** During each lab, you will apply concepts from class to your company and market and complete or prepare a portion of your Project Plan.
The Spanish Labs will help your team develop:

- Company profile and Spanish-speaking country selection
- External environment analysis
- Consumer behavior analysis
- Target consumer analysis
- Current product analysis
- New product proposal and AI-assisted prototype
- Distribution strategy
- Pricing strategy
- Current promotion analysis
- Promotional campaign with English and Spanish media

- Phase I and Phase II strategy briefs
- Final marketing plan

Some Spanish Labs will result in a project submission, while others will give your team time to research, develop, or prepare the next part of the project. Each part builds on the previous work and will eventually become part of your final marketing plan.

Defend your Strategy (Oral Conversation)

Twice during the semester, your consulting team will meet with the instructor to **Defend Your Strategy**. During these meetings, the instructor will act as the company's CMO, and your team will explain and defend its marketing decisions. You should be prepared to:

- Explain your team's recommendations
- Support your decisions using your research
- Answer questions about your strategy
- Explain why your recommendations make sense for the company and selected market

Strategy Defense #1 focuses on the market opportunity and target consumer.
Strategy Defense #2 focuses on the complete marketing strategy.

Final Presentation

During the scheduled final examination period, your consulting team will present its completed marketing strategy.
Your presentation should:

- Present your team's final marketing recommendations
- Bring together the major parts of your marketing plan
- Clearly explain and support your strategy
- Be organized and professional

The **Final Marketing Plan and Consulting Presentation** are due at the final consulting presentations.
The date of the Final Presentation is December, Tuesday 8 at 3:30pm.

Peer Evaluations

You will complete **two peer evaluations** during the semester. Peer evaluations are used to assess how each team member contributed to the semester project. You will evaluate your team members based on their participation and contributions to the team's work.

Late Work

Please understand that for the enire semester you are going to be working with a team, you will be signing a “Team Contract” and it’s your responsibility to do your part of the work. If you miss class, if you don’t do you assigned part, then you will be affecting the team’s work which will be reflected on your grade. This class is a ‘real life’ experience, because this will be the way you will be most likely working in the real world, that is, other people will depend on what you do.

Attendance

Attendance in this class is mandatory. You have the right to miss class up to three times, please, use this right wisely, otherwise you can be dropped from the class at the discretion of your professor.

Important Dates

- Classes begin: Monday, August 24.
  Last Day for "W", 4:00pm: November 23 (Drops after this date will receive grades of "F.")
- Final Presentation: December 8, Tuesday at 3:30pm
- Deadline for August graduates to file for graduation: September 21.
  Final examinations begin: December 5.
- Refer to: Drops, Withdrawals & Void

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into D2L through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Online Computer Requirements

Bring a laptop to class since you will be conducting research, entering data, and developing projects. Make sure you are familiar with D2L since grades will be posted there as well as some of the assignments.

Recording Classes

Recording classes is generally prohibited without the professor's explicit permission. Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans with Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

Instructor Class Policies

- Arrive on time and ready to work in groups.
- No food is allowed in the classroom.
- Bring your laptop to class.
- Make sure to actively participate in the projects.
- If you miss a lecture class, you have the obligation to consult with your team what was taught that day since the professor can't repeat the lesson for you.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the Student Emergency Support and Resources webpage to learn more, and explore emergency support opportunities through MSU and

how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

College Policies

Campus Carry Rules/Policies

Refer to: Campus Carry Rules and Policies

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on university property or at university-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit MSUReady – Active Shooter. Students are encouraged to watch the video entitled "*Run. Hide. Fight.*" which may be electronically accessed via the University police department's webpage: *"Run. Hide. Fight."*

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University MSU Catalog

Course Schedule:

*__Notice:__ Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Week	Date	Topic	Spanish Lab / Project Activity	Project Deliverable / Due
1	Aug. 25	Syllabus Day	—	—
	Aug. 27	Ch. 1: An Overview of Marketing		
2	Sept. 1	Spanish Lab 1: Form Your Consulting Team	Form teams & begin company brainstorming	Team Contract + Company Shortlist Due
	Sept. 3	Spanish Lab 2: Company Deep Dive	Investigate company & potential international market	Company Profile + Spanish-Speaking Country Selection Due
3	Sept 8	Ch. 4: The Marketing Environment		
	Sept. 10	Spanish Lab 3: Country External Environment I	Demographic, cultural & social environment	—
4	Sept. 15	Spanish Lab 4: Country External Environment II	Economic, technological, political/legal & competitive environment	External Environment Analysis Due
	Sept. 17	Ch. 6: Consumer Decision Making	—	—
5	Sept. 22	Spanish Lab 5a: Current Consumer Behavior Deep Dive	Consumer characteristics, motivations & behaviors	
	Sept. 24	Spanish Lab 5b: New Consumer Behavior Deep Dive		Consumer Behavior Analysis Due
6	Sept. 29	Ch. 8: Segmenting & Targeting Markets	—	—
	Oct. 1	Spanish Lab 6: New Customer Opportunity	Select & profile target consumer	Target Consumer Analysis Due
7	Oct. 6	Prepare to Defend Your Strategy #1	Assemble Phase I research & prepare CMO pitch	Phase I Strategy Brief
	Oct. 8	Defend Your Strategy #1: CMO Meeting	Defend market opportunity & target consumer	Strategy Defense #1

Week	Date	Topic	Spanish Lab / Project Activity	Project Deliverable / Due
8	Oct. 13	Mockup of Presentation & Project Plan		
	Oct. 15	Ch. 10: Product Concepts	—	—
9	Oct. 20	Spanish Lab 7A: Current Product Deep Dive	Analyze company's existing product strategy	Current Product Analysis
	Oct. 22	Spanish Lab 7B: Create & Prototype a New Product	Develop new product & use AI for prototype/mock-up	New Product Proposal + AI-Assisted Prototype
10	Oct. 27	Ch. 13: Supply Chain Management & Marketing Channels	—	—
	Oct. 29	Spanish Lab 8: Distribution Strategy	Develop distribution strategy for selected market	Distribution Strategy
11	Nov. 3	Ch. 19: Pricing	—	—
	Nov. 5	Spanish Lab 9: Pricing Strategy	Develop & justify pricing strategy	Pricing Strategy
12	Nov. 10	Ch. 15 & 16: Marketing Communications + Advertising, PR & Sales Promotion	—	—
	Nov. 12	Spanish Lab 10A: Current Promotion Deep Dive	Analyze company's existing promotional strategy	Current Promotion Analysis
13	Nov. 17	Spanish Lab 10B: Create Your Promotional Campaign	Develop bilingual campaign & use AI for creative production	Promotional Campaign + English & Spanish Media Execution
	Nov. 19	Prepare to Defend Your Strategy #2	Assemble Phase II research & prepare CMO pitch	Phase II Strategy Brief
14	Nov. 24	Defend Your Strategy #2: CMO Final Strategy Review	Defend complete marketing strategy	Strategy Defense #2
	Nov. 26	Thanksgiving	No class	—
15	Dec. 1	Marketing Plan Review	Final review & revisions	Marketing Plan Draft
	Dec. 3	PowerPoint Review	Presentation review & coaching	Final Presentation Draft
Final	Dec. 8, 3:30 p.m.	Final Consulting Presentations	—	Final Marketing Plan + Consulting Presentation