

The Art of Teaching Multicultural Marketing Communication: Case Studies to Illustrate the Use of Cultural Intelligence

Sindy Chapa

Florida State University

Abstract

Cultural-based research is key to understanding multicultural consumers, especially when teaching multicultural marketing. Today, marketing is about predicting the future actions of consumers. Cultural intelligence is vital to gain predictability and making informed decisions across segments. This paper analyzes the success of two culturally relevant campaigns: the d'Expósito's Pam Cooking Spray and Captura's Pop-Tarts Kellogg's, to teach the importance of culture in multicultural marketing communication and account planning. The PAM cooking spray campaign was a perfect illustration for teaching how advertising can be affected by cultural sensitivities to gender roles due to the high level of masculinity among Hispanic families. The Pop-Tarts case illustrates the importance of indulgence and family values for Hispanic mothers. The findings of these analyses are valuable in the classroom when teaching students, the importance of culture while exploring the consumers' insights, developing creative briefs, and executing the main idea.

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