

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;
Contact person	drs A.M.C. Boogaard-van Dijck
Telephone	010 - 794 6437
E-mail	a.m.c.boogaard-van.dijck@hr.nl
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 be 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:

- Sandikci, O. (2011). Researching Islamic marketing: past and future perspectives. *Journal of Islamic Marketing*, 2(3), 246-258. doi:10.1108/17590831111164778.
- Alserhan, B.A. (2010a). Islamic branding: A conceptualization. *Journal of Brand Management*, 18(1), 34-49.
- [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
- Yoni Kempinski, Tova Dvorin (2013), Jewish Media and Advertisement in the Digital Era. *Arutz Sheva, Israel national news*
- 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
- [Regulatory fit effects of gender and marketing message content](#) *Journal of Business Research*, Volume 66, Issue 11, November 2013, Pages 2245-2251
- Gustav Visser [Gay and Lesbian Tourism: The Essential Guide for Marketing](#) *Annals of Tourism Research*, Volume 36, Issue 2, April 2009, Pages 353-354
- ["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
- Ellen Verbakel: [Occupational status of partnered gay men and lesbians in the Netherlands: How to explain the gap with men and women in heterosexual couples?](#) *Social Science Research*, Volume 42, Issue 3, May 2013, Pages 942-956
- Andrew Gorman-Murray, Gordon Waitt, Chris Gibson [Chilling out in 'cosmopolitan country': Urban/rural hybridity and the construction of Daylesford as a 'lesbian and gay rural idyll'](#) *Journal of Rural Studies*, Volume 28, Issue 1, January 2012, Pages 69-79

