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FIU Hispanic Communication Conference



Photo Above: Dr. Howard Rodriguez-Mori, Dr. Sindy Chapa, Mafe Brooks and students from the Center with **Dr. Federico Subervi** and **Florencia Hernandez-Ramos**. Photo Below: Art Schwartz and Joana Wong lead a panel discussion while Dr. Chapa moderates a Q & A session with the audience.

On November 7th, a group of students from the Center with the support of Dr. Sindy Chapa and Dr. Howard Rodriguez-Mori, headed down to Miami to present at the Hispanic Communication Conference: Bridging Culture and Behavior. The conference was held at Florida International University's Biscayne Campus.

On Thursday, Dr. Chapa presented on fear appeal advertising and how this approach affects Hispanics' emotional responses to advertising. Dr. Rodriguez-Mori, Assistant Professor at the CCI, also presented his research about Information Seeking Behavior Patterns of New Migrants.

The very next day, Karen Garza, Joana Wong, Art Schwartz, Ivonne Nicholas, Katherine Cook and Alejandra Guacaneme led a panel discussing research on the media consumption habits of new Hispanic immigrants with Dr. Chapa as the moderator. After the presentation, the team led a question and answer session with the audience about the research study and current research that is being conducted in the Multicultural Marketing Communication course. Besides being attendees and presenters at the conference, our team also had the opportunity to network with professors and industry professionals that were also in attendance.





Neelen Leslie gets elected President of the National Association of Graduate-Professional Students

Neelen Leslie is a student full of passion and commitment. She is a native of Jamaica and is currently a second year doctoral student in the School of Communication's Mass Communication program. Her career path began when she attended the University of Technology, Jamaica (UTech) where she earned a Bachelor of Business Administration in Marketing with a minor in International Business. After graduation, she worked for three years in Marketing for a local pharmacy business in Jamaica. One of her undergraduate professors noticed her strong passion and suggested she apply to The Florida State University. After being awarded a Fulbright scholarship, Neelen moved to Tallahassee to pursue a Master of Science in Integrated Marketing Communication.

Starting in January, Neelen will be President of the National Association of Graduate-Professional Students (NAGPS). She became involved with NAGPS through The Congress of Graduate Students (COGS) which she joined in 2012 during the 19th congress. COGS is the professional representative body of graduate students at the Florida State University. It includes all post-baccalaureate, special, masters, specialist, professional, and doctoral students. COGS advocates for the rights of professional students and provides funding to graduate professional students who attend academic

conferences as well as to graduate student associations on campus. Being part of COGS as the Deputy Speaker for Communications has provided Neelen with great networking opportunities throughout her career. She has met and interacted with national student leaders and university administrators, who have provided her with presentations and services through the program.

Through her involvement in COGS, Neelen started to attend conferences of COGS's parent organization: The NAGPS. This organization represents all the professional graduate students in the United States. She was elected to become part of their board in 2012, which gave her the opportunity to run for president this year. Neelen explains that to be eligible for a position like presidency, one must be on the board the previous year. The voting process involves online nominations that are sent by email prior to the national conference. Business meetings take place during the election process and nominees are allowed to speak for five minutes. Individuals can openly nominate others and questions are asked to the nominees. A pros and cons debate takes place after the nominees leave the room. Each university gets one vote; they must decide as a group who to vote for. The individual with the majority of votes from all the universities present wins the election. The conference took place November 7th through the 10th

at the Western Michigan University.

Neelen is very excited for this new opportunity, she has been involved in the organization for almost a year and she definitely sees its bright future. She believes that NAGPS does currently have the national profile of being very active in lobbying for the law rights of graduate professional students. The organization is actively involved in issues such as the open access, immigration reform, lower interest rates for graduate students, and federal funding for graduate student research. As future President, Neelen visualizes opportunities to increase the organization's profile as someone with a marketing background. She looks forward to performing such change in her role and having the ability to make an impact on graduate students from all over the country.

"The Center has been very understanding and supportive of my work at COGS events, which is not common for PhD students."

-Neelen Leslie

As member of the Center for Hispanic Marketing Communication, Neelen is grateful to the Center for its support and encouragement to attend COGS events. As Neelen says, "The Center has been very understanding and supportive of my work at COGS events, which is not common for PhD students."

Neelen highly encourages graduate students to join COGS. She explains, "It is one of those things where you get a chance to have a say in the process. It allows you to take the initiative to go ahead and try to be a part of the missionary that is making change." She encourages graduate students in The School of Communication to get involved because it was what allowed her to become president of NAGPS. Neelen describes her opportunity as rewarding and wonderful. Her motivation to stay involved in this organization is the feeling she gets when she is able to impact a student's life.

MEET THE STAFF: DR. FELIPE KORZENNY



As a veteran of the U.S. Hispanic industry, Dr. Felipe Korzenny started his career in the U.S. when a professor offered him the opportunity to get a PhD in communications at Michigan State University. Dr. Korzenny did not hesitate to extend his education. He sold everything in Mexico and moved to Michigan. He was actually the first person from Mexico to get a PhD in communications in the United States. “I was sort of unique in a way,” he says.

He then developed a curiosity about U.S. Hispanics because he wanted to understand them and their unique culture. As part of this, he began doing research with migrant workers mainly from Mexico. He furthered his success in the field with the publication of the book “Mexican Americans and the Mass Media” which he co-authored with other colleagues. This was a very unique book based on empirical research which allowed Dr. Korzenny to receive offers from different companies to conduct their research studies.

The idea to develop the Center for Hispanic Marketing Communication was born when Dr. Korzenny was invited to join the faculty at Florida State University to teach the Account Planning and Hispanic Marketing Communication courses. He was the perfect candidate due to his specialization in research and in the U.S. Hispanic market. During the Center’s first years, he published

the first edition of the book “Hispanic Marketing: A Cultural Perspective.” In the following years he and his wife, Betty Ann Korzenny, wrote the first and second edition of the book “Hispanic Marketing: Connecting with the Latino Consumer.”

The main goal of the Center is to train students so they become experts in the Hispanic and multicultural marketing field and, in turn, have the opportunity to be more marketable in the field. In addition, it is a service to marketers across the U.S. They benefit from the research conducted at the Center, talk about it and use the information for the development of their own marketing strategies. In fact, a female writer contacted Dr. Korzenny to ask for permission to use data that had been collected by the Center as part of the sources for her upcoming book about the Hispanic market.

One of the satisfactions Dr. Korzenny gets from the work at the Center is seeing those students and previous employees that become very successful in the field. For him it is very nice to see that many of them would not be in the positions they are today if they did not have the opportunities provided by him and the Center. Some work at very prestigious agencies/companies such as Holly McGavock and Adrien Lanussee and others have started their own companies.

For Dr. Korzenny, the biggest change in the U.S. Hispanic market com-

pared to 15 years ago has been the immigration. From the 1980’s through the 2000’s there was a huge influx from Latin America, particularly Mexico and that has decreased tremendously. In addition, “we have a more mature Hispanic population who is more settled in the United States,” he states. A lot of the phenomena studied before is evolving as well. For example, acculturation was a very big deal in the past years but is not nearly as important now since many Hispanics are now being born in the U.S. However, this might change depending on the immigration reform that is currently being discussed by the government.

When it comes to Dr. Korzenny’s preferences, food plays a major role. His favorite food comes from his native country: Mexico. For him, Mexico City is one of the greatest culinary cities in the world, some of the elite restaurants found there have no comparison with the ones in the U.S. More specifically, from his last visit to Mexico he recalls enjoying giant shrimp with garlic sauce, fried ants and papazules (Yucatan’s version of enchiladas). Some of his favorite places to visit are: Bogotá, Colombia - Buenos Aires, Argentina - Lima, Peru - Germany and Italy.

Something you did not know about Dr. Korzenny: He lived in Costa Rica for 8 months!

Students Published on **HispanicAd.com™**

SEPTEMBER 2013

Art Schwartz, *Latinos and the NFL*

OCTOBER 2013

Howard Rodriguez-Mori, *The Role of Reference Groups in Influencing Hispanic Consumer Behavior*

Art Schwartz, *Far From Home, an Observation of Physical Distance*

Karen Garza, *The Importance of Home for Hispanic Consumers*

Angelene Cicero, *What other factors, besides generation and length of time in the US account for differences in consumer behavior?*

DECEMBER 2013

Angelene Cicero, *Monster High Dolls to Resurrect Mattel*

Events Calendar

DECEMBER 2013

13/

PUNTOS DE VISTA PROPOSAL DEADLINE

APRIL 2014

10-12/

PUNTOS DE VISTA INTERNATIONAL DOCUMENTARY FILM FESTIVAL

FEBRUARY 2015

19-21/

HISPANIC/LATINO MEDIA AND MARKETING 2015 INTERNATIONAL CONFERENCE



RESEARCH AT THE CENTER

We're excited to introduce this year's research team. Staff, students and volunteers with the Center work together to conduct ground-breaking research that will further the knowledge and understanding of the U.S. Hispanic market as well as serve as an innovative resource for the Hispanic marketing industry. **Dr. Cindy Chapa** joins the team as the Director of Research, bringing along continued research from Texas State University with assistance from **Dr. Howard Rodriguez-Mori** as the Associate Researcher. The team also consists of a compilation of doctoral students, graduates, and undergraduates. This year's student and staff research members are **Neleen Leslie, Robert Helms, Waly Cardona, Haiya Wang, Carolina Ruggero** and **Katherine Cook**. Our team is currently working on several ongoing works on reports, articles, podcasts and presentations. This information and data that gets collected will be presented at national and regional conferences across the country.

Here is small glimpse at the research currently being conducted and developed:

- A nationwide Multicultural Marketing Survey is performed on an annual basis to understand the attitudes, media habits, and opinions about shopping-related topics of people of diverse backgrounds.
- Examination of Cultural Incongruence in Advertising (Dissertation, Neleen Leslie).
- Identification of the information seeking behaviors and communication patterns of minority and English-as-second-language customers and the Influence of Word of Mouth communication on Latino immigrant consumers.
- Assessment of the impact of language and gender on attitude formation
- Utilization of the Galvanic Skin Response, a physiological method, to measure the impact of fear appeal advertising on Latino consumers.
- Exploration of the media consumption habits of first generation Latino immigrants, more specifically looking at the impact of language proficiency and acculturation.
- Preliminary examination of the impact of Malinchismo, the preference for foreign products over domestics, on consumer behavior to discover a technique to measure its effect.

Check out some of our latest by clicking on the links: ***Publications & Presentations*** Don't forget to bookmark Dr. Korzenny's ***Blog***

The Center also offers courses that are designed to help students to develop their qualitative and quantitative research skills and gain valuable experience conducting research and writing publishable papers. For more information on these courses, please visit our website: <http://hmc.comm.fsu.edu>

ALUMNI SPOTLIGHT: HOLLY MCGAVOCK



Many individuals are intimidated to go into the Hispanic Marketing and Communications program simply because they do not speak Spanish. However, Holly McGavock is a great example of how someone from a non-Hispanic background can thrive in this field. Holly, who is originally from Indiana and lived in Italy for five years after graduating college, decided to join the Master's program in

IMC with an emphasis on Hispanic marketing not so much for the Hispanic aspect but mostly because of the cultural approach.

Besides going to school, she was actively involved with the Center in the research department and attending different conferences, which she felt, really gave her real world experiences. One challenge that she faced was obtaining a Master's with an emphasis on Hispanic Marketing without being Hispanic herself. However, she realized that Hispanic marketing

is not something that only Hispanics can do. For Holly, the program "does require you to gain a deep understanding of the Hispanic culture but if you're willing to do that, it's totally possible."

With guidance and connections through some of Holly's mentors from the Master's programs, such as Dr. Korzenny and Dr. Heald, Holly has propelled herself to an established career. She had the opportunity to intern at Yahoo en Español and to meet several players in the industry while she was at FSU. Her commitment, trajectory and involvement with the Center allowed her to get to where she is now: Director of Planning for Wing in New York.

As for advice to undergraduate students who are planning their next step for their future careers she advises to take advantage of any opportunity that comes along such as conducting research or working on a certain project. "By the time I left FSU, I had a job, had published research I talked about during interviews, had spoken at conferences and people knew my name."



FACULTY AND STAFF FROM THE CENTER FEATURED IN MIAMI DIARIO

Miami Diario - a Spanish newsletter from Miami featured a story about the Hispanic Communication Conference that was held at the Florida International University Nov. 7 through the 9. Dr. Sindy Chapa, our Associate Director was part of a panel where she discussed her research on fear appeal advertising and how the U.S. Hispanic market reacts and is influenced by the use of this approach in advertisements. This story talks about the different topics that were discussed during the con-

ference and identifies some of the presenters. Also, check out a video featuring Alejandro Alvarado, the Director of the Hispanic Media Futures Program of the Journalism & Mass Communication program at FIU and the event's chair.

Read the article [here](#).

GRADUATE SPOTLIGHT

This month, three of our graduate students- Francesca Gonzalez-Roel, Joana Wong, and Alejandra Guacaneme- graduate! We had an opportunity to interview them about their life story and how the Center has shaped their academic and professional careers.



FRANCESCA GONZALEZ-ROEL

Francesca, a Tampa, Florida native is currently getting her Master's in Integrated Marketing Communications with a focus on Multicultural Marketing. Her college career started at the Florida State University where she graduated with a bachelor's degree in theatre and a minor in Spanish. While getting her degree, she worked as an ambassador of the university where she met numerous students with Hospitality majors. Many of them suggested for her to get involved in this field and this led her to accept an internship at a hotel in Destin, Florida.

Soon after, at a meet and greet, Francesca met an alumni from The Center for Hispanic Marketing Communication who introduced her to the program. Francesca has always been interested in Hispanic marketing due to her Hispanic descent but she never thought it would evolve into her great contributions at the Center. Her first graduate class was Hispanic Marketing Communication lectured by Dr. Korzenny. He recommended her as a TA for the undergraduate section which gave her an opportunity to get more involved in the Center.

Francesca is currently the internal Public Relations coordinator at the Center;

she coordinates events such as parties, birthday celebrations and advisory board meetings. She believes that being a staff member of the Center has greatly benefitted her career. The networking opportunities she has encountered through the Center's conferences and advisory board meetings have made a difference in her job-searching process.

After graduation, Francesca plans to become part of a Graduate Development Program at a marketing firm in New York. Her long term goals consist of earning experience by taking part in many aspects of the marketing field before working for herself as a consultant. When facing the job market, Francesca plans on focusing on strategic integration such as account planning, ideation, branding, research, positioning, exploring cultural insights to create successful campaigns.

Francesca's motivation to continue on her career field is the psychology aspect of it. Getting to know how people function, work, and think, motivates her the most. Her passion is not about selling a product but to position a brand in a way that can really resonate with someone else. "The connection you can make with the consumer is what makes me want to do it," she says.

Francesca has been a student at the Florida State University since her undergrad years. She will definitely miss the relation-

ships she has built through the Center and the familiarity with the campus.

P.S. Some things you did not know about our internal PR coordinator: Her favorite food from home is authentic Mexican dishes with lots of cilantro. She also loves a good filet mignon! Her favorite place to visit is New York City; she loves its culture, food, and entertainment.

JOANA WONG

Joana is originally from Panama, and she is currently a graduate student pursuing a Master's Degree in Integrated Marketing Communication at the Florida State University. Her career path began in her undergrad studies at FSU Panama, where she earned a scholarship for two years that allowed her to complete her Bachelor of Science in Advertising. She then transferred to FSU in Tallahassee, Florida. It was not until Joana attended the Ad Club's annual New York trip, where students visit advertising agencies and other companies, when she discovered the true functions involved in advertising. During these years, she became involved with the Center for Hispanic and Marketing Communication. Her involvement in the Center slowly began through mentorship programs and attending the AHAA conferences. In addition, being part of Dr. Korzenny's classes helped her

discover her passion for account planning.

Joana is currently the Director of Promotions at the Center. The Center has benefited her with the funding to pursue a Master's Degree and obtain in-state tuition. She adds, "If it wasn't for the Center I would be in Panama right now." The Center provided her with the resources, the opportunities to attend conferences, and the privilege of obtaining internships in prestigious advertising agencies.

Joana's future plans consist of expanding her knowledge and applying what she has learned at the Center in real life situations such as in marketing, planning, and executions. Knowing that the market is constantly evolving, Joana continues being open-minded about her goals. However, she hopes to be in an environment where she can work with culture related executions and the understanding of human behavior. She hopes to make a difference in people's lives, whether it is through mentoring or volunteering.

Joana is currently focusing on polishing her skills. One of her current personal projects is her blog; joanawong.com. It is a blog where she discusses her cultural insights from living in different countries and interacting with her international friends. What inspired her to create her blog were the cultural differences, beliefs, and ideas between countries. "In Quebec, it is very rude to reject a cup of coffee," she says. "...And if you would like to know why, ready my blog!," she added.

Joana's motivation to continue in the area of Hispanic marketing is how the field challenges her. "I like that working through Hispanic marketing I give people like me, Latinos, a voice in the United States. I really enjoy learning about culture and meeting people from different backgrounds."

The Center has helped Joana shape her career path and to grow not only academically but intellectually too. The Center is a great place where students can grow but still be themselves. As Joana says, "You can be honest, say what you think and people appreciate you for who you are." Joana will miss the environment at the Center; the support and care that is provided by co-workers

and professors. Joana is very thankful for her mentor Rachel Newman-Carrasco for her patience and for sharing her knowledge with her. Also to the Korzenny's who have given her this opportunity.

P.S. Some things you did not know about our Promotions Coordinator: She loves Ceviche, Patacones, and Arroz con Pollo. Her favorite places to visit are Islas Unalaya and the Archipiélago de Samlas in Panama.

ALEJANDRA GUACANEME

Alejandra is originally from Armenia, Colombia. She is currently pursuing a Master's degree with an emphasis on Hispanic Marketing Communication. Alejandra first came to the United States to begin her undergraduate career as a player for the Women's Golf team at the University of Nevada, Las Vegas. She earned her undergraduate degree in Journalism and Media Studies with a minor in Marketing. The Integrated Marketing Communication track allowed Alejandra to find a way to pursue her interests in public relations, advertising, and marketing. It enabled her to find a way to construct a cohesive and comprehensive message for campaigns.

The summer after completing her four years as a student-athlete, Alejandra started as an intern with Braintrust Marketing + Communications, a local marketing and advertising agency in Las Vegas. This opportunity allowed her to get involved with Hispanic outreach, social media, advertising, and public relations. She was brought on board after her internship as Marketing Assistant and was later promoted to Account Coordinator which highly expanded her knowledge in the field.

After acquiring experience in the field, Alejandra decided to pursue her graduate degree and chose FSU due to the Center for Hispanic Marketing Communication and Dr. Korzenny. The Center has opened a lot of doors for Alejandra which she is very thankful for. Through one of the courses she had the opportunity to publish her paper on "Branding Opportunities in the Baby Care

Industry for Hispanic Moms" with the help of Dr. Betty Ann Korzenny. In addition, she became the mentee of Mark Lopez, the Head of U.S Hispanic Audience - Sales for Google. Alejandra explains how Mark has been a great help as her mentor in advising her in her career. As Alejandra says, "Besides learning from the mentors, I have gained exposure to what they do. Visiting Jorge Ortega's office in Miami exposed me to what clients do, what they actually look like, and what is currently happening in the industry."

The Center has been Alejandra's way of building networks early in her career. It has helped her not only academically but personally as well. The networking has enabled Alejandra to promote her name through the papers she has published and the research experience she has gained. Her involvement has grown and taken her to where she is today: The Social Media Coordinator and Newsletter Manager at the Center.

After graduation, Alejandra plans to work on the corporate side. Having had agency experience in the past, she plans to contribute her knowledge and skills as part of the multicultural or Hispanic marketing department at a company in New York, Miami, or Los Angeles. She is striving to make a difference, to demonstrate her passion in the Hispanic market and become part of the movement to make executives understand why it is essential to have a tailored marketing strategy for U.S. Hispanics.

Alejandra will miss the friendships, the staff, the classes, and FSU's beautiful campus where she created so many memories. As she says, "It has been an incredible experience."

P.S. Some things you did not know about our Alejandra: Her favorite dish is Ajiaco, a traditional soup from Colombia that is always waiting for her when she goes home to visit. One of her favorite places to visit is Hawaii.



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