



# THE CENTER'S NEWSLETTER

Center for Hispanic Marketing Communication

October Edition

## MEET THE STAFF: DR. SINDY CHAPA

Associate Director and Assistant Professor



With over 10 years of teaching experience and countless years of schooling, Dr. Sindy Chapa joins

our center. Born in Mexico, Dr. Chapa holds a Bachelor's Degree in Mass Communication with a concentration in Television. When she arrived in the U.S., she earned her Master of Business Administration with a concentration in Marketing as well as a PhD in International Marketing. A true family woman, Dr. Chapa works hard to balance her academic and personal life, raising three boys: Allen, Urien and Itan. Dr. Chapa came to Tallahassee because of her admiration for the work of Dr. Felipe Korzenny. Although she loves her new job here, she misses the family gatherings every Sunday in Mexico and her colleagues and friends in Texas. Her favorite dish from Mexico is Chile Relleno and her favorite song is *Con Los Años Que Me Quedan* by Gloria Estefan. Overall, Dr. Chapa is more than thrilled to be a new addition to the Center and plans to contribute greatly to the study of the Hispanic Market!

## HMC IN THE NEWS:

A quick glance at the happenings, events, and headlines here at The Center



Students present their research papers and learn about the Latino market at the 4th International Conference on Spanish-Language Media & Latino-Oriented Markets (Left and Bottom Right Photo); Students learn latest trends and network with professionals at the Association of Hispanic Advertising Agencies Annual Conference (Top Right Photo)

## CENTER'S ACKNOWLEDGEMENTS

It's always great to hear about the Center in the news! NBC Latino recently quoted Dr. Korzenny in their story on Latinas' buying influence. In addition, he was part of a segment with the National Public Radio. Also, an article written by advisory board member Rochelle Newman-Carrasco on Ad Age gave a fun shout out to the center and our promotions coordinator Joana Wong.

## NEW ONLINE COURSE – DIFFUSION OF INNOVATIONS

In the summer of 2013 we introduced a new online course to our portfolio. The online section of *Diffusion of Innovations*, one of the classes from our graduate Certificate in Multicultural Marketing Communication, completes the eight courses offered online.



## STUDENTS IN HISPANIC AD.COM

SEPTEMBER 2013:  
Arthur Schwartz – *Latinos and the Entertainment Industry*

Karen Garza – *The New Latino: Young and Ready to Spend*

MAY 2013:  
Alejandra Guacaneme & Joana Wong – *Why you should look out for FSU students at next year's AHAA*

JANUARY 2013:  
Alejandra Guacaneme & Betty Ann Korzenny- *Branding Opportunities in the Baby Care Industry with Hispanic Moms*

OCTOBER 2012:  
Neleen Leslie - *Acculturation and the Hispanic Consumer*

# ADVISORY BOARD CONTINUES TO SUPPORT OUR STUDENTS

Nine students received scholarships during the fall semester. Here are some quotes expressing their appreciation:

*I'd like to thank The Center for awarding me the Pablo J. Lopez Hispanic Marketing Scholarship. I will use these funds to assist me in December as I transition to a new job and location.*

Francesca Gonzalez-Roel, Master's Student.  
Pablo J. Lopez Hispanic Marketing Scholarship

*Without the support of the Advisory Board, I would've never had the opportunity of coming to graduate school, discovering the complexities of the Hispanic market, or even realizing my passion in account planning. I'm so grateful; I only hope to someday pay it forward! Thank you.*

Joana Wong (Panamasian ceviche lover)  
Master's Student. Geoscape Hispanic Marketing Communication Scholarship

*There are not enough words to express how the support of the advisory board and the involvement with the Center has impacted my graduate career. Thank you from the bottom of my heart and from my team (my family) for your continuous support and guidance, it means a lot!*

Alejandra Guacaneme, Master's Student.  
Google Hispanic Marketing Communication Scholarship

*Funding a graduate degree is especially difficult for an international student like me. Not only do these scholarships go a long way towards covering hefty expenses, but they also make me eligible for in-state tuition. I am truly grateful to donors like Mr. Godwin and Emerson Climate Technologies for making these scholarships possible.*

Neleen Leslie, Doctoral Student. Emerson Climate Technologies Scholarship



In order to celebrate the beginning of the school year and introduce the new members of the team, we threw a welcoming "potluck style" party on Friday, September 13! (Top Photo and Photo Above)

The very next day our team headed to Tally Fiestra, an event in downtown Tallahassee. We attracted visitors to learn more about the Center's programs and celebrated Hispanic Heritage Month. (Photo Above)

## EVENTS CALENDAR

2013

### October

- Oct 3: Scholarship Reception
- Oct 11: Advisory Board Meeting
- Oct 26: Center's Annual Halloween Party

### November

- Nov 7-9: FIU Hispanic Marketing Conference
- Nov 15: Puntos de Vista Submission Window Opens

### December

- Dec 13: Puntos de Vista Proposal Deadline
- Graduation Ceremony: Joana, Francesca, and Alejandra Finish their journey at FSU!
- Center's Christmas Party (TBA)

2014

### April

- April 10-12: Puntos de Vista International Documentary Festival

2015

### February

- Feb 19-21: Hispanic/Latino Media and Marketing 2015 International Conference



Check out our new welcome video on [YouTube](#) /Hispanic FSU