

By: Natalie Kates

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Hispanic Marketing Communication Program at FSU

Florida State University has the nation's only Center for Hispanic Marketing Communication program. The Center offers a minor and a graduate certificate in Hispanic Marketing Communication. Maria Inglessis, FSU Undergraduate Hispanic Marketing Communication professor, said, "The aim of the program is to teach students how to advertise towards U.S. Hispanics by educating them on the Hispanic culture and how to conduct multicultural research."

The director of the Center is Dr. Felipe Korzenny who introduced the program at FSU in the fall semester of 2004. Korzenny is the founder of Hispanic and Asian Marketing Communication Research (H&AMCR) which was one of the first companies to do research on U.S. multicultural markets. He is also the author of "Hispanic Marketing: A Cultural Perspective" which focuses on how to advertise to the U.S. Hispanic market.

After students graduate from the program, Korzenny is willing to help them find jobs in the field because many companies constantly call him trying to employ his students. Korzenny said, "Literally hundreds of manufacturers, service providers, and advertising and public relations agencies need personnel to work on Hispanic marketing programs, and there is not enough supply in the market. We have the first program of this kind in the country."

According to the U.S. Census Bureau, there are over 43.5 million Hispanics in the United States. This number is only an estimate because it doesn't even include the millions of undocumented Hispanic immigrants. Korzenny's "Hispanic Marketing",

mentions that the combined purchasing power of U.S. Hispanics in 2004 was approximately \$700 billion making them so important that advertisers consider them a separate target audience.

Korzenny encourages FSU students to apply to the program. The requirements include students who attend FSU, have good GPAs, and have a certain level of Spanish proficiency. "I think that our program is benefiting many students at FSU that now can have an added credential and more qualifications to serve a fast growing and important market in the U.S.," Korzenny said.

Already two students have earned graduate certificates from the program. FSU graduate student Kelly Alvarez will be the third student to receive a Graduate Certificate in Hispanic Marketing Communication. "By learning from one of the best researchers in the industry, many doors have opened for career opportunities," Alvarez said. "With the backing of Dr. Felipe Korzenny, the program is making strong strides to place qualified individuals with nationally recognized agencies and Fortune 500 companies."

Article References

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