



SMU Offers Innovative Hispanic Marketing Course

DALLAS, TX -- (MARKET WIRE) -- 12/09/2004 -- Southern Methodist University's Cox School of Business made the only university in Texas, and one of a few in the country, to include an Hispanic Marketing course in its MBA curriculum. Despite the phenomenal growth of the Hispanic market to over 40 million and a buying power approaching \$700 billion, all too often marketing executives are not prepared to make effective decisions that are based on factual information about Hispanics. The course is intended for corporate executives and business majors who are likely to have a role in making marketing decisions related to Hispanic consumers. Business schools may begin to follow suit, but our effort is SMU's Cox School of Business.

"Only a handful of universities are offering courses on this topic," said Dr. Rincon. "Yet the increasing growth of the Hispanic population fuels the demand for new products and services. It is critical that today's corporate and professional executive learn that different segments require unique communications and marketing approaches. This course provides the cutting edge," he said.

In the 2000 Census, one out of eight people in the U.S. were of Hispanic origin, translating to 32.8 million Latinos, primarily of Mexican descent. Culturally relevant advertising, specialized products, and bilingual labels are fast becoming the practice of major corporations that are hot on the trail of U.S. Hispanic consumers.

Led by Dr. Edward Rincon, President of Rincon & Associates and an expert in evaluating Hispanic marketing opportunities, students learn such skills as the ability to identify Hispanic market opportunities, the elements of sound research practices, choosing the best media options, the role of language in Hispanic consumer behavior, understanding psychological and lifestyle variations, and the elements of sound advertising techniques. The knowledge gained in this course is used by student teams to develop and present a Hispanic marketing plan.

SMU's Cox School of Business offers a full range of business education programs, from BBA and full-time M.B.A. to Professional MBA (PMBA), Executive MBA (EMBA), Masters of Science in Accounting, and Executive Education. Cox is ranked among the top business schools nationally and internationally by major publications including BusinessWeek, Financial Times, Forbes, The Wall Street Journal, U.S. News & World Report and Hispanic Trade

For more information, please contact:

Andrea Hugg
SMU
214.768.4474

Marcos Rincon
469.688.2818

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