



Yale-New Haven  
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Curriculum Units by Fellows of the Yale-New Haven Teachers Institute  
2010 Volume I: Interdisciplinary Approaches to Consumer Culture

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## **Really, ¿Quiero Taco Bell?: A Multicultural Marketing Approach**

Guide for Curriculum Unit 10.01.07  
by Denise M. Massari

It is the purpose of this unit to explore multicultural ethnic advertising strategies and how marketers' and consumers' cultural literacy affects the creation and interpretation of advertisements.

Students will use the Spanish language as well as prior knowledge and current teaching of customs and practices within the Latino community to analyze advertising in order to answer the essential question, "How does cultural relevance in advertising/marketing manipulate people as consumers to purchase products?" The culminating assessment create a target audience advertisement asks students to apply and internalize the marketing strategies examined throughout as each must recognize himself or herself not only as a member of an audience to be targeted but also as a manager targeting an audience.

(Developed for Spanish III, grade 10, and Spanish IV, grade 11; recommended for Spanish and History, grades 9-12)

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