



THE CENTER FOR
HISPANIC
MARKETING
COMMUNICATION
AT FLORIDA
STATE
UNIVERSITY

Is proud to announce
the campaign to
establish an endowment
in honor of Hispanic
Marketing pioneer, Dr.
Felipe Korzenny and his
outstanding work and
exemplary contribution
to academia and
industry.

Questions & Additional
Information

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the CENTER FOR HISPANIC
MARKETING COMMUNICATION

THE ENDOWMENT TO
HONOR
DR. FELIPE
KORZENNY

ABOUT THE CENTER

The Center for Hispanic Marketing Communication at Florida State University was co-founded by Dr. Felipe Korzenny & Dr. Betty Ann Korzenny in 2004. The Center is revered as a pioneering institution and is the first of its kind in the United States, specifically focusing on the Hispanic sector. It is unique from other centers in that it focuses more on Hispanic marketing communication rather than Hispanic language in the media. The Center is devoted to educating students and professionals in the field in understanding consumer behavior across various Hispanic segments.

The Center conducts cutting edge investigations on various topics including:

- The effects of ethnic specific versus ethnic diversified advertising
- The major influences on Hispanic millennials and how they make decisions
- The effects of cosmopolitanism on multi-ethnic US marketers under varying conditions of diversity in advertising

ABOUT THE ENDOWMENT

The endowment will provide funding to recruit excellent students, provide research fellowships, attract and host leading professionals and scholars and support and retain the Center director who is responsible for leading the Center's research and maintaining close ties to the Hispanic Community. The Center's Hispanic Marketing Advisory Board, comprised of industry leaders, is spearheading the campaign to raise \$ 1 M by June 30, 2018. You can shape the Center's future and its continued success with your philanthropic support and participation in various ways.

IMPACT OF THE CENTER

"As a founding member of the Center's Board of Advisors, I have witnessed firsthand the impact that it has had on our industry. From the level of preparation of the interns and graduating classes to the quality of the research studies developed and implemented by the Center's faculty and student body, this curriculum has been essential to the Hispanic Marketing industry. I cannot emphasize enough the importance of keeping the Center operating and funded for future growth." -- Joe Zubizarreta

HOW YOU CAN HELP

- Donate to the Center for Hispanic Marketing Communication via your company's workplace giving program
- Build a legacy and company recognition through various naming opportunities
- Help establish a PhD Fellowship dedicated to conduct research of interest to your company and become a corporate sponsor
- Identify your company as a place to consider placing student interns and career opportunities
- Enroll at the Center to pursue a certificate in Hispanic Marketing Communication in your pursuit for continued professional development