

## **TEACHING MULTICULTURAL MARKETING USING FILM: THE EFFECTS OF ACCULTURATION ON CONSUMER BEHAVIOR**

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### **ABSTRACT**

Based on significant demographic and value shifts within the U.S., multicultural marketing is increasingly being practiced by American companies. Unfortunately, college curriculum lags behind businesses in the attention that is being paid to multicultural marketing. To succeed in a multicultural marketing effort there must be some understanding of the values, beliefs, rituals of the subculture being targeted. Studying cultures helps marketers to see the world through the eyes of the target audience leading to a more successful marketing program.

Much of the existing multicultural marketing literature draws associations between the level of acculturation of a group and their consumer behavior. For students to fully understand this relationship, they must understand the concepts and models related to acculturation. The purpose of this paper is to introduce a method to teach students about the concepts of enculturation, acculturation, assimilation, and the third-culture experience using a popular full-feature film within the curriculum of a Multicultural Marketing course.