

Course Title: **Terminología Especializada en Mercadotecnia y Diseño**
Program and Track: **Interpretación y Traducción: 9° Cuatrimestre**
Course ID: **IT0941**
Cohort ID: **9A**

Description

This course will focus on the specialized terminologies, acronyms, and jargon used in marketing and product design. The professional translational mapping tools developed in this course will be specific to Spanish and English translations.

- I. History of Marketing Theory and Practice
- II. Elements of Academic Work
- III. Language and Marketing
- IV. The Role of Economics in Marketing
- V. Ethical Considerations in Marketing
- VI. Marketing Strategies
- VII. Complete Design, Branding, and Marketing of a Product or Service
- VIII. The Pitch

Scope and General Sequence

I. History of Marketing Theory and Practice

1. Historical Markets and Trade
2. The Rise of Marketing Thought and Theory

II. Elements of Academic Work

1. The Elements of Style in Professional Writing
 - 1.1 APA Style
 - 1.2 Strunk and White's. "Elements of Style"
 - 1.3 Developing a Professional Voice
2. Review of Essential English Grammar
 - 2.1 Murphy's, "English Grammar in Use"
 - 2.2 The Yale Graduate Writing Center
3. Constructing Critiques

III. Language and Marketing Psychology

1. Components of Language
 - 1.1 Phonetics (Sounds)
 - 1.2 Morphology and Semantics (The Structure and Meaning of Words)
 - 1.3 Syntax and Grammar (Sentence Structure)
2. Marketing Discourse and its Psychology
3. Analysis of Advertisements

IV. The Role of Economics in Marketing

1. Foundations of Modern Economics
2. Marketing Efficiency, Value, and Utility

V. Ethical Considerations in Marketing

1. Core and Secondary Beliefs
2. Marketing: Conduit of Information or Consumer Manipulation?
3. Marketing as Self-Expression
4. Cradle-to-Grave

VI. Marketing Strategies

1. Traditional Approaches
2. Integrated Marketing Communications Model
3. Branding and Re-branding

VII. Complete Design, Branding, and Marketing of a Product or Service

1. Product Foundations
2. Market Analysis
3. Product Language Design
4. Marketing Strategy and Campaign
5. Financial Analysis

VIII. The Pitch

- 5.1 The Elevator Speech
- 5.2 The Presentation

Expectations

Students will be expected to:

- Attend all classes on time
- Be prepared to take notes and access materials on-line
- Participate in all class activities, including discussions and presentations
- Complete all assignments and exams

Exit Criteria

Upon the successful completion of the course the student will be able to:

- Analyze and evaluate the development of marketing theory
- Demonstrate a solid understanding of English grammatical structures and stylistic elements
- Analyze and evaluate the structure and function of language in marketing discourse
- Demonstrate a basic understanding of the foundations of modern economics
- Analyze, evaluate, and translate ethical discourse related to marketing
- Analyze and evaluate advertisements, product design, and marketing strategies
- Create the design, branding, and marketing strategy for a new product or service
- Present a new product or service proposal to potential investors

Interim Evaluations (Partials)

Daily Work and Participation	10%
Homework	60 %
Interim Exam	30%

Final Grade

1P	25 %
2P	25 %
3P	25 %
Final Paper and Presentation	25 %