

Final Document

Course Title: **Terminología Especializada en Mercoadotecnica y Diseño**
Course ID: **IT0941 (Marron, 25-2)**
Cohort ID: **9A**
Exam Date: **12 Mar 2025**

General Instructions: You are writing for an investor! Your final document should be a deliverable to a professional interested in investing in your product or service. Be sure to fill out your outlines and watch widows and orphans at the bottom/top of page breaks. Writing in the “we” voice is fine.

Here is the outline and format of what your final document should be. (Formating is given in parentheses).

Name
IT0942 (Marron)
Final
09 Apr 2025

Title (14pt Times New Roman, center, bold)

Executive Summary (12pt Times New Roman, L, bold)

Section I. Product Foundations (12pt Times New Roman, center, bold)

Description (12pt Times New Roman, L, underline)

Objectives/Mission Statement

Target Consumers

Distribution/Access

Price point

Section II. Market Analysis

Analysis of the Current Market

Evaluation of Opportunities and Competitors

Section III. Product Language Design

Logo/Brand Name

Core Value Product/Brand/Company Message(s)

Product/Service Appeal Message(s)

Message Execution Style(s)

Complete Design(s) for Signal Meaning

Section IV. Marketing Strategy and Campaign

Press Kit

Use of Advertisement Media

Use of Communications Channels

Section V. Financial Analysis

Estimated start-up costs

Estimated production costs

Estimated advertising costs

Estimated revenue stream(s)

Estimated Return on Investment