

**Docente:** Bruce D. Marron  
**Ciclo:** 25-2  
**Materia:** Terminología Especializada en Mercadotécnica y Diseño  
**Curso:** IT0942  
**Licenciatura:** Interpretación y Traducción  
**Horario:** Miércoles 18:00 – 21:00  
**Grupo:** 9A

**Exam 3 / Final Doc**  
**(10 pt scale per Section)**

Criteria	Excellent	Satisfactory	Poor
<b>Executive Summary</b>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;
<b>Section I. Product Foundations</b> <u>Description Objectives/Mission Statement</u> <u>Target Consumers</u> <u>Distribution/Access</u> <u>Price point</u>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;
<b>Section II. Market Analysis</b> <u>Analysis of the Current Market</u> <u>Evaluation of Opportunities and Competitors</u>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;
<b>Section III. Product Language Design</b> <u>Logo/Brand Name</u> <u>Core Value</u> <u>Product/Brand/Company</u> <u>Message(s)</u> <u>Product/Service Appeal</u> <u>Message(s)</u> <u>Message Execution Style(s)</u> <u>Complete Design(s) for Signal Meaning</u>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;
<b>Section IV. Marketing Strategy and Campaign</b> <u>Press Kit</u> <u>Use of Advertisement Media</u> <u>Use of Communications Channels</u>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;

Criteria	Excellent	Satisfactory	Poor
<b>Section V. Financial Analysis</b> <u>Estimated start-up costs</u> <u>Estimated production costs</u> <u>Estimated advertising costs</u> <u>Estimated revenue stream(s)</u> <u>Estimated Return on Investment</u>	All content requirements met; highly complete and highly sufficient;	Some content requirements met; moderately complete and moderately sufficient;	Few content requirements met; incomplete and insufficient;
<b>Writing Quality and Presentation</b>	Perfectly formatted document following all specified guidelines; clean, professional presentation	Minor formatting inconsistencies; generally meets professional standards	Significant formatting errors; unprofessional document presentation