

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

HW_06.1 Analyzing ICM and Re-Design Strategies Rubric (convert to 10 point scale)

Criteria	5 - Excellent	4 - Very Good	3 - Satisfactory	2 - Needs Improvement	1 - Unsatisfactory
Task 1: ICM Model Analysis	Provides a comprehensive, nuanced explanation of Kosler and Armstrong's Integrated Marketing Communications model with deep insights, clear connections, and exceptional critical thinking	Offers a thorough and accurate explanation with minor analytical depth	Demonstrates basic understanding of the ICM model with some key points covered	Provides a limited or partially incorrect explanation of the model	Fails to accurately describe the ICM model or shows minimal understanding
Task 2: Design Principles & Product Language	Creates original, highly creative, and contextually relevant quotes that perfectly illustrate design principles and product language with exceptional originality and precision	Develops well-crafted quotes that effectively represent design principles with good creativity	Produces adequate quotes that partially capture design principles	Generates quotes with limited relevance or minimal connection to design principles	Provides quotes that are irrelevant or completely misaligned with the task
Task 3: Artusi's Product Language Redesign Process	Provides an extremely detailed, insightful explanation of Artusi's redesign process with comprehensive understanding and critical analysis	Offers a clear and accurate explanation with good depth of understanding	Demonstrates basic comprehension of the redesign process with some key points	Provides a limited explanation with minimal understanding	Fails to explain the redesign process or shows no comprehension
Writing Quality and Presentation	Exceptional clarity, perfect academic writing style, flawless organization, and professional presentation	Very clear writing with strong organization and minimal errors	Satisfactory writing with some organizational structure	Writing lacks clarity and has multiple organizational issues	Poorly written with significant structural and comm. problems

Assignment

HW_06.1 [Due: 12 Mar 2025]

--- Task 1

Explain in detail Kosler and Armstrong's Integrated Marketing Communications model in Figure 14.1 (p. 429).

--- Task 2

Artusi (Artusi_Designing-New-Languages-for-Old-Products.pdf) has investigated how product language can be redesigned for established products. This means creating new meanings for such products. Look at Figure 2 (p. 6) and at Figure 3 (p. 10). Notice Artusi has distilled various statements (First-Order Categories) into a framework for redesigning product language (Second-Order Themes and Aggregated Dimensions). We will use this framework to help define the Message Strategy and the Creative Concepts for your marketing campaign.

Reproduce TABLE 2 (Design principles, selected quotes), and TABLE 3 (Product language, selected quotes) but REPLACE the quotes/statements with your own. That is, use the tables to define statements within the "Selected evidence of first-order categories" column that relate to your specific product/service. This process will provide the foundation for "redesigning" the language for your by product/service.

--- Task 3

Briefly explain Artusi's process of redesigning product language for established products as shown in Figure 3 (p.6)