

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

Final Presentation Rubric

Name	Product Description Description Objectives, Mission Statement, Target Consumers, Distribution, Price point(s)	Market Analysis Current Market for the Product, Evaluation of Opportunities and Competitors	Product Language Design Logo / Brand Name, Message Execution Style, Complete Design(s) for Signal Meaning	Marketing Strategy and Campaign Advertisement Media, Communications Channels	Financial Analysis start-up costs, production costs, advertising costs, revenue stream(s), Return on Investment	Presentation and Delivery
1**Salvador						
2**Pam						
3**Rodrigo						
4**Pao						
5**Jared						
6**Victoria						
7**Samantha						
8**Suni						
9**Nadia						
10**Ximena						
11**Carla						
12**Javier						
13**Angel						
14**Delia						