

		CRONOGRAMA DE CONTENIDOS TEMÁTICOS													
Licenciatura Materia Profesor Cuatrimestre		Interpretación y Traducción m. Especial. en Mercado. Y Dis Bruce D. Marron 9o													
Turno Periodo Grupo Curso		Vespertino 25-2 A IT0942													
		Semanas de clase 1 2 3 4 5 6 7 8 9 10 11 12 13 14 F													
Unidad		Actividades de aprendizaje													
		Material didáctico													
1. Structure and Function of Language in Marketing and Product Design 1.1 History, Structure and Function of Language 1.2 The Rise of Targeted Marketing Language		Course Introduction / Classroom Expectations / Introduction to Structure and Function of Language in Marketing and Product Design (Instructor) / Student investigations into structure and function of language in marketing and product design / Round table discussions / Student written reports and oral presentations / Critiques													
2. Structure, Function, and Design of Advertisements 2.1 Structures 2.1.1 Logos 2.1.2 Brand Names 2.2 Functions 2.2.1 Product Notification 2.2.2 Company Image 2.2.2 Behavior Modification of Consumers 2.3 Design 2.3.1 Images and Captions 2.3.2 Wholism, Segmentation, and Positioning 2.3.3 Expectation vs Surprise		Introduction to Structure, Function, and Design of Advertisements (Instructor) / Student investigations into structure, function, and design of advertisements / Text translation / Round table discussions / Student written reports and oral presentations / Critiques													
3. Structure, Function, and Design of Products 3.1 Structures 3.1.1 Intellectual 3.1.2 Physical 3.2 Functions 3.2.1 End Use 3.2.2 Brand-Building 3.2.3 Value 3.3 Design 3.3.1 Development Concepts and Visions 3.3.2 Models 3.3.3 Cradle-to-Grave Considerations 3.3.4 Patents		Introduction to Structure, Function, and Design of Products (Instructor) / Student investigations into structure, function, and design of products / Text translation / Round table discussions / Student written reports and oral presentations / Critiques													
4. Creation of Phrases and Stylistic Elements 4.1 General Consumer Psychology 4.2 Cultural Considerations 4.3 Stylistic Conventions and Opportunities 4.4 Strunk and White's, "Elements of Style" 4.5 Raymond Murphy's, English Grammar in Use"		Introduction to the Use of Grammar in an Advertising Context (Instructor) / Student reading, written and oral exercises, and translations from Raymond Murphy's, "English Grammar in Use" / Student reading, translations, and written exercises from Strunk and White's, "Elements of Style" / Student analysis and critique of advertisements and products / Round table discussions													
5. The Pitch 5.1 Structure and Format of Advertising Campaign Pitch 5.2 Structure and Format of Product Funding Pitch 5.3 The Elevator Speech		Introduction to proposals for advertising campaigns and product funding (Instructor) / Student analysis and critique of proposals / Student design and development of written proposals / Round table discussions / Student presentations / Critique													
6. Document QAQC and Version Control Systems 6.1 Fundamental Concepts of QAQC 6.1.1 Introduction to Document QAQC 6.1.2 Frameworks for Document QAQC 6.2 Introduction to Version Control Systems (VCSs) 6.2.1 Git and Github 6.2.2 Installation of Git 6.2.3 Account setup in Github 6.2.4 Git VCS Workflow		Introduction to document QAQC (Instructor) / Introduction to document VCSs, Git, and Github (Instructor) / Student reading, exercises, and translations from Chacon and Straub's, "ProGit, v.2" / Individualized student lab exercises in VCS development including Github account set-up, use of the Git command-line, workflow design													
7. Production of Client Deliverables		Introduction to client deliverables (Instructor) / Student production and presentation of client deliverables / Critiques													
First Exam • Analyze the structure and function of language in marketing and product design • Analyze the structure, function, and design of advertisements • Analyze the structure, function, and design of products		Written Exam													
Second Exam • Demonstrate a solid understanding of English grammatical structures and stylistic elements • Apply the principles of QAQC to document production by using a VCS		Written Exam and Practical													
Third Exam • Deliver a written advertising campaign proposal • Deliver a product funding proposal • Comprehensive over the previous two exams		Written Exam and Proposal Submittals													
Final Exam • Present an advertising campaign proposal • Present a product funding proposal		Proposal Presentations													
Evaluación del 1er. Parcial:		Evaluación del 2do. Parcial:				Evaluación del 3er. Parcial:				Calificación del Curso					
Daily Work and Participation		Daily Work and Participation				Daily Work and Participation				Av. Daily Work and Participation					
Homework		Homework				Homework				Av. Homework					
Interim Exam		Interim Exam				Interim Exam				Av. Interim Exams					
										Final Exam					