

**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\_03.1 Reflection on Values and Consumer Choices Rubric (convert to 10 point scale)

Criteria	5 - Excellent	4 - Proficient	3 - Developing	2 - Emerging	1 - Beginning
<b>Depth of Critical Thinking and Self-Awareness</b>	Demonstrates exceptional self-reflection, showing deep insight into personal motivations and decision-making	Provides thoughtful analysis of personal consumer behavior	Offers moderate self-reflection on consumer choices	Limited self-analysis of purchasing patterns	Lacks meaningful self-reflection
<b>Writing Quality and Organization</b>	Exceptionally well-written, with clear structure, coherent arguments, and sophisticated language	Well-organized paper with clear writing and logical flow	Adequate writing with some organizational structure	Weak organization and writing clarity	Poorly written with minimal coherence
<b>Translational Accuracy</b>	Flawless translation with maintained meaning and nuance in both English and Spanish	Accurate translation with minor linguistic nuances	Functional translation with some minor errors	Partial or inaccurate translation	Inadequate or missing translation
<b>Presentation and Formatting</b>	Perfect adherence to academic formatting (margins, spacing, citations)	Minor, negligible formatting deviations	Acceptable formatting with some issues	Significant formatting problems	Lacks basic formatting standards

### Assignment

HW\_03.1

Do your values affect your product choices? Are there product messages "that speak to you"? In a one-page+ paper reflect on your personal values and their relation to your purchasing choices. Translate the paper into Spanish / English. The standard requirements apply.