## CRONOGRAMA DE CONTENIDOS TEMÁTICOS



Licenciatura	Interpretación y Traducción									
Materia	Term. Especial. en Mercado. Y									
Profesor	Bruce D. Marron									
Cuatrimestre	90									

Turno	Vespertino
Período	25-2
Grupo	A
Curso	IT0942

Semanas de clase							1					
Unidad	1	2	3	4				11 1:	2 13	14	F	Actividades de aprendizaje Material didáctico
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  Teams / Whiteboard (physical) / Classroom projector / Laptops / Classroom internet access / Document printing capacity / Student access to docs in PDF format
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  Teams / Whiteboard (physical) / Classroom projector / Laptops / Classroom projector / Laptops / Classroom internet access / Document printing capacity / Student access to docs in PDF format
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  Teams / Whiteboard (physical) / Classroom projector / Laptops / Classroom projector / Laptops / Classroom internet access / Document printing capacity / Student access to docs in PDF format
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 Raymund 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 Raymund Murphy's, "English Grammar in Use" / Student reading, translations, and written exercises from Stunk 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  Teams / Whiteboard (physical) / Classroom projector / Laptops / Internet access / Student access / S
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 Gith												Introduction to document QAQC (Instructor) / Introduction to document VCSs, Sit, 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  Teams / Whiteboard (physical) / Classroom projector / Laptops / L
7. Production of Client Deliverables												Introduction to client deliverables (Instructor) / Student production and presentation of client deliverables / Classroom projector / Laptops / Classroom internet access / Document printing capacity / Student access to do
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												Laptops / Classroom internet access / Written exams  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												Laptops / Classroom internet access / Written exams  Written Exam and Practical
Third Exam  Deliver a written advertising campaign proposal  Deliver a product funding proposal  Comprehensive over the previous two exams												Laptops / Classroom internet access / Written exams  Written Exam and Proposal Submittals
Final Exam  • Present an advertising campaign proposal  • Present a product funding proposal												Proposal Presentations  Laptops / Classroom internet access / Written exams

Evaluación del 1er. Parcial:		Evaluación del 2do. Parcial:		Evaluación del 3er. Parcial:		Calificación del Curso	
Daily Work and Participation	10 %	Daily Work and Participation	10 %	Daily Work and Participation	10 %	Av, Daily Work and Participation	10 %
Homework	60 %	Homework	60 %	Homework	60 %	Av. Homework	30 %
Interim Exam	30 %	Interim Exam	30 %	Interim Exam	30 %	Av. Interim Exams	30 %
	100 %		100 %		100 %	Final Exam	30 %
							100 %