

**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\_08.1 Marketing Plan Development, Part 2 (convert to 10 point scale)

Criteria	3 Points (Excellent)	2 Points (Proficient)	1 Point (Needs Improvement)
<b>Section III: Product Language Design</b>	<ul style="list-style-type: none"> <li>• Comprehensive logo and brand name with clear strategic rationale</li> <li>• Deeply articulated core values with compelling messaging</li> <li>• Highly distinctive and innovative product appeal messages</li> </ul>	<ul style="list-style-type: none"> <li>• Basic logo and brand name with some strategic consideration</li> <li>• Moderate core value messaging</li> <li>• Standard product appeal messages</li> </ul>	<ul style="list-style-type: none"> <li>• Unclear or generic logo/brand name</li> <li>• Weak or vague core value messaging</li> <li>• Underdeveloped product appeal messages</li> </ul>
<b>Section IV: Marketing Strategy</b>	<ul style="list-style-type: none"> <li>• Comprehensive, professionally designed press kit</li> <li>• Sophisticated multi-channel media strategy</li> <li>• Innovative use of communication channels</li> <li>• Detailed implementation plan</li> </ul>	<ul style="list-style-type: none"> <li>• Functional press kit</li> <li>• Multiple media channels utilized</li> <li>• Standard communication channel approach</li> </ul>	<ul style="list-style-type: none"> <li>• Incomplete press kit</li> <li>• Limited media channel use</li> <li>• Minimal communication strategy</li> </ul>
<b>Writing Quality and Presentation</b>	Exceptional clarity, perfect grammar, professional formatting; writing exceeds academic standards	Acceptable writing with some grammatical or structural issues	Poorly written; lacks coherence and professionalism

### Assignment

HW\_08.1 [Due: 26 Mar 2025]

Continue writing your final project document. The format for your final project document will be:

#### Section III. Product Language Design

- Logo / Brand Name
- Core Value Product / Brand / Company Message(s)  
[plain, straightforward outlines of benefits and positioning points]
- Product / Service Appeal Message(s)  
[meaningful? believable? distinctive? useful?]

- Message Execution Style(s)  
[see pp. 461 Kohler&Armstrong]
- Complete Design(s) for Signal Meaning  
[creative use of forms, colors, shapes, words, images ]

Section IV.                      Marketing Strategy and Campaign

- Press Kit  
[flyers? business cards? talking points? photos?]
- Use of Advertisement Media  
[photos? videos? drawings? person-to-person?]
- Use of Communications Channels  
[see Table 15.2, p. 466 Kohler&Armstrong]