

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_09.1 Marketing Plan Development, Part 3 (convert to 10 point scale)

Criteria	Proficient (3 points)	Developing (2 points)	Emerging (1 point)
Executive Summary	Comprehensive overview that clearly articulates the product/service vision, key market opportunities, unique value proposition, and strategic objectives with exceptional clarity and precision	Provides a basic overview of the product/service with some market insights, but lacks depth or comprehensive strategic analysis	Minimal or vague executive summary with insufficient details about the product, market, or strategic direction
Financial Analysis: Start-up Costs Production Costs Budgets ROI	Detailed, realistic, and thoroughly researched start-up cost breakdown with precise financial projections and clear sources of funding	Partial breakdown of start-up costs with some gaps in financial detail or methodology	Incomplete or unrealistic start-up cost estimation with minimal supporting documentation
Writing Quality and Presentation	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_09.1 [Due: 02 Apr 2025]

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

- * Times New Roman 12 pt
- * 0.5 in. margins
- * Sections center and bold
- * Text single-spaced
- * Drawings and Figures labeled sequentially

Executive Summary

Section V. Financial Analysis

- Estimated start-up costs
- Estimated production costs

- Estimated advertising costs
- Estimated revenue stream(s)
- Estimated Return on Investment (ROI)