

**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\_04.1 Critique of Marketing Comm.s and Roles Rubric (convert to 10 point scale)**

Criteria	5 Points	4 Points	3 Points	2 Points	1 Point
<b>Textbook Summary Accuracy</b>	Comprehensive, precise summary of both textbook sections with exceptional depth and clarity	Detailed summary covering most key points with minor omissions	Adequate summary with some important details included	Partial summary missing significant content	Minimal or incorrect summary of textbook sections
<b>Critique of Postulates</b> *changing consumers *new market strategies *digital tech	Extremely critical, nuanced analysis demonstrating deep understanding of each postulate with scholarly insights	Well-developed critique showing clear understanding and thoughtful analysis	Moderate critique with basic insights and some analytical depth	Limited critique with minimal analytical thinking	Superficial or absent critique of postulate
<b>Comparative Analysis: Marketing Roles</b>	Exceptional, in-depth comparison of content marketing and traditional marketing managers with sophisticated insights	Comprehensive comparison highlighting multiple key differences	Basic comparison covering fundamental differences	Minimal differentiation between marketing roles	No meaningful comparison presented
<b>Writing Quality &amp; Structure</b>	Impeccable academic writing, perfect structure, zero grammatical errors, clear logical flow	Very strong writing with minimal grammatical issues and clear organization	Acceptable writing with some structural or grammatical challenges	Weak writing with significant structural problems	Poorly written, incoherent response

## **Assignment**

HW\_04.1

In a one-page+ paper, i) briefly summarize the following two sections in Kosler and Armstrong's textbook, "Principles of Marketing,

The New Marketing Communications Model (pp 425-427)

The Need for Integrated Marketing Communications (pp 427-430) <== minus the inserts

and ii) answer the following,

a. Do you agree with the postulates of The New Marketing Communications Model? Provide a very brief critique of each postulate.

b. How is a content marketing manager different from a traditional marketing manager?

c. How is Integrated Marketing Communication different from traditional marketing?