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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_05.1 First Sketch of Marketing Campaign Rubric (convert to 10 point scale)

Criteria	5 - Excellent	4 - Very Good	3 - Satisfactory	2 - Needs Improvement	1 - Unsatisfactory
Product/Service Description	Comprehensive, highly detailed description with unique insights and clear market positioning; demonstrates deep understanding of product/service characteristics	Thorough description with solid understanding of product/service; minor details may be missing	Adequate description with basic information about product/service	Vague or incomplete product/service description; lacks critical details	Minimal or no meaningful description of product/service
Reporter's Toolkit Analysis	Exceptionally thorough and insightful responses to all toolkit questions; demonstrates critical thinking and strategic marketing approach	Comprehensive responses to most toolkit questions with clear marketing strategy	Satisfactory responses covering most toolkit elements; some depth missing	Incomplete toolkit analysis; several key questions inadequately addressed	Minimal or no engagement with Reporter's Toolkit questions
Writing Quality, Presentation, and Format	Exceptional clarity, perfect grammar, professional formatting; writing exceeds academic standards	Clear, well-structured writing with minimal grammatical errors	Acceptable writing with some grammatical or structural issues	Unclear writing with multiple grammatical errors	Poorly written; lacks coherence and professionalism

Assignment

HW_05.1 [Due: 05 Mar 2025]

Designing a marketing campaign for either a product or a service is a multi-step process. Begin the process by identifying and describing the product/service, and by using the Reporter's Toolkit to define the fundamental properties of advertisement(s) for your marketing campaign.

In a one-page+ paper, i) sketch the nature of your product/service (be as specific as possible); and ii) provide answers to the Reporter's Toolkit questions for the advertisement(s) that you envision for your product/service.