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**

Exam 2 [Factor = 0.5556]

Three (3) points awarded per subtask; subtasks evaluated on a scale of 0.0-1.0; 18 pts available

Criteria	Accuracy (1 pt)	Completeness (1 pt)	Sufficiency (1 pt)
Task 1 (6 pts): **2 Qs on** **Marketing** **Communications**	Two responses are provided: a detailed explanation of Integrated Marketing Comm.s (ICM) and comparison of ICM with traditional marketing	Each of the two accounts provides complete information; statements are complete, logical and well-formed	Each of the two accounts provides a sufficient amount of information and detail
Task 2 (6 pts): **Artusi's redesigning product language**	One responses is provided: a detailed explanation of Artusi'e ideas for designing new product language for old products	The account provides complete information; statements are complete, logical and well-formed	The account provides a sufficient amount of information and detail
Task 3 (6 pts): **3Qs on product / service**	Three responses are provided: a brief description of the product / service; an explanation of why the product / service was chosen; and an explanation of who will benefit from the product / service	Each of the three accounts provides complete information; statements are complete, logical and well-formed	Each of the three accounts provides a sufficient amount of information and detail