

**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\_01.1 Marketing Theory Summary Rubric (convert to 10 point scale)

Criteria	5 Points	4 Points	3 Points	2 Points	1 Point
<b>Content Comprehension</b>	Demonstrates comprehensive understanding of all four chapter sections with precise, nuanced insights	Covers most key points with solid understanding	Addresses main ideas with moderate depth	Minimal coverage of chapter content	Superficial or incorrect interpretation of text
<b>Writing Quality and Organization</b>	Impeccable academic writing with sophisticated language and zero grammatical errors; logical structure	Strong academic writing with minimal language issues	Acceptable academic writing with some technical errors	Numerous writing and grammatical problems	Fundamentally unacceptable writing quality
<b>Presentation and Formatting</b>	Perfect adherence to academic formatting (margins, spacing, citations)	Minor, negligible formatting deviations	Acceptable formatting with some issues	Significant formatting problems	Lacks basic formatting standards
<b>Translation Accuracy</b>	Flawless translation maintaining original meaning with academic precision	High-quality translation with minor linguistic nuances	Acceptable translation with some minor errors	Significant translation errors affecting meaning	Incomprehensible or completely incorrect translation

### Assignment

Write a one-page summary of the following excerpts from Ch.1, "Introducing the History of Marketing Theory and Practice from Marketing: A Critical Textbook (pp. 1-6). Translate the summary into Spanish.

- \* 1.1 Introduction
- \* 1.2 The Early Development of Marketing Thought
- \* 1.3 The First Courses in Marketing in the Early Twentieth Century
- \* 1.4 Marketing, Efficiency and Utility Creation