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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_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
Textbook Accuracy	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
Critique of Postulates / Questions *changing consumers *new market strategies *digital tech *Marketing Roles	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
Writing Quality & Structure	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
Presentation and Formatting	Impeccable presentation and formatting	Very strong presentation and formatting	Acceptable presentation and formatting	Weak writing presentation and formatting	Poor presentation and formatting

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?