

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 1 [Factor = 0.2381]

Three (3) points awarded per subtask; subtasks evaluated on a scale of 0.0-1.0; 42 pts available

Criteria	Accuracy (1 pt)	Completeness (1 pt)	Sufficiency (1 pt)
Task 1: (Ellis et al. Ch. 1) Summary (3 pts) Critique (3 pts)	Two responses are provided: an account/summary of Ellis et al. Ch. 1 "Intro. History of Marketing Theory and Practice" and an account/critique of Ellis et al. Ch. 1	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: (Konrod paper) Summary (3 pts) Critique (3 pts)	Two responses are provided: an account/summary of excerpts from Konrod "Language Research in Marketing". and an account/critique of the excerpts	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 3: (Ellis et al. Ch. 3) Summary (3 pts) Critique (3 pts)	Two responses are provided: an account/summary of excerpts from Ellis et al. Ch. 3 "What's the Story? Analysing Marketing Discourse" and an account/critique of excerpts Ellis et al. Ch. 3	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

Criteria	Accuracy (1 pt)	Completeness (1 pt)	Sufficiency (1 pt)
Task 4: Econ. Scarcity (3 pts) Allocation Equality (3 pts) Marketing Utility (3 pts)	Three responses are provided: an evaluation of economic scarcity; an evaluation of economic equity; and an evaluation of marketing utility	Each of the three accounts provides complete information; statements are complete, logical and well-formed	Each of the three translations provides a sufficient amount of accurate information and detail
Task 5: Core Beliefs (3 pts) Marketing Good? (3 pts) Marketing Effects (3 pts)	Three responses are provided: an evaluation/comparison of core beliefs Mexico vs US; an evaluation/opinion of the value of marketing; and an evaluation of marketing's effects on changing core values	Each of the three accounts provides complete information; statements are complete, logical and well-formed	Each of the three translations provides a sufficient amount of accurate information and detail
Task 6: Self-Expression (3 pts) Personal Values (3 pts)	Two responses are provided: an account/opinion of products as self-expression and an account/reflection of personal values and purchases	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