

Course Title: **Terminología Especializada en Mercoadotecnica y Diseño**  
Program and Track: **Interpretación y Traducción: 9° Cuatrimestre**  
Course ID: **IT0942**  
Cohort ID: **9A**

### **Description**

This course will focus on the specialized terminologies, acronyms, and jargon used in marketing and product design. The professional translational mapping tools developed in this course will be specific to Spanish and English translations.

Major elements of the course will include: i) the structure and function of language in marketing and product design; ii) the structure, function, and design of advertisements; iii) the structure, function, and design of products; iv) the creation of phrases and stylistic elements in marketing; and v) the creation and development of advertising campaigns; vi) the creation and development of product funding proposals; and vii) Version Control Systems (VCSs) and elements of quality assurance and quality control (QAQC).

### **Scope**

1. Structure and Function of Language in Marketing and Product Design
  - 1.1 History, Structure and Function of Language
  - 1.2 The Rise of Targeted Marketing Language
2. Structure, Function, and Design of Advertisements
  - 2.1 Structures
    - 2.1.1 Logos
    - 2.1.2 Brand Names
  - 2.2 Functions
    - 2.2.1 Product Notification
    - 2.2.2 Company Image
    - 2.2.2 Behavior Modification of Consumers
  - 2.3 Design
    - 2.3.1 Images and Captions
    - 2.3.2 Wholism, Segmentation, and Positioning
    - 2.3.3 Expectation vs Surprise
3. Structure, Function, and Design of Products
  - 3.1 Structures
    - 3.1.1 Intellectual
    - 3.1.2 Physical
  - 3.2 Functions
    - 3.2.1 End Use
    - 3.2.2 Brand-Building
    - 3.2.3 Value
  - 3.3 Design
    - 3.3.1 Development Concepts and Visions

### 3.3.2 Models

### 3.3.3 Cradle-to-Grave Considerations

### 3.3.4 Patents

## 4. Creation of Phrases and Stylistic Elements

### 4.1 General Consumer Psychology

### 4.2 Cultural Considerations

### 4.3 Stylistic Conventions and Opportunities

### 4.4 Strunk and White's, "Elements of Style"

### 4.5 Raymond Murphy's, "English Grammar in Use"

## 5. The Pitch

### 5.1 Structure and Format of Advertising Campaign Pitch

### 5.2 Structure and Format of Product Funding Pitch

### 5.3 The Elevator Speech

## 6. Document QAQC and Version Control Systems

### 6.1 Fundamental Concepts of QAQC

#### 6.1.1 Introduction to Document QAQC

#### 6.1.2 Frameworks for Document QAQC

### 6.2 Introduction to Version Control Systems (VCSs)

#### 6.2.1 Git and Github

#### 6.2.2 Installation of Git

#### 6.2.3 Account setup in Github

#### 6.2.4 Git VCS Workflow

## 7. Production of Client Deliverables

### **Expectations**

Students will be expected to:

- Attend all classes on time
- Be prepared to take notes and access materials on-line
- Participate in all class activities, including discussions and presentations
- Complete all assignments, quizzes, and the final exam

### **Exit Criteria**

Upon the successful completion of the course the student will be able to:

- Analyze the structure and function of language in marketing and product design
- Analyze the structure, function, and design of advertisements
- Analyze the structure, function, and design of products
- Create new phrases and fresh stylistic elements for marketing and product design
- Demonstrate a solid understanding of English grammatical structures and stylistic elements
- Design, develop, and present an advertising campaign proposal
- Design, develop, and present a product funding proposal
- Apply the principles of QAQC to advertisement and product design by using a VCS

**Interim Evaluations**

Daily Work and Participation	10%
Homework	60 %
Interim Exam	30%

**Final Grade**

Av. Daily Work and Participation	10%
Av. Homework	30 %
Av. Interim Exams	30%
Final Exam	30 %