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_07.1 Marketing Plan Development, Part 1 (convert to 10 point scale)

Criteria	3 Points (Excellent)	2 Points (Proficient)	1 Point (Needs Improvement)
Section I: Product/Service Foundations	Comprehensive, detailed description with clear, innovative objectives; precisely defined target consumer segment with in-depth demographic and psychographic analysis; strategic distribution channels thoroughly explained	Solid product description with clear objectives; moderately defined target consumer; basic distribution channel overview	Vague product description; unclear objectives; minimal target consumer information; limited distribution insights
Section II: Market Analysis	Extensive market research with robust sales data, comprehensive customer insights, multi-layered market trend analysis; sophisticated competitive landscape evaluation with strategic positioning recommendations	Adequate market research with standard sales data; moderate competitive analysis; basic market trend identification	Superficial market research; limited sales data; minimal competitive insights
Writing Quality and Presentation	Exceptional clarity, perfect grammar, professional formatting; writing exceeds academic standards	Acceptable writing with some grammatical or structural issues	Poorly written; lacks coherence and professionalism

Assignment

HW_07.1 [Due: 19 Mar 2025]
Begin writing your final project document. The format for your final project document will be:
      * Times New Roman 12 pt
      * 0.5 in. margins
      * Sections center and bold
      * Text single-spaced
      * Drawings and Figures labeled sequentially

Write the following two sections of your final project document:

Section I. Product / Service Foundations
- Description
- Objectives / Mission Statement
- Target Consumers
- Distribution / Access
- Price point(s)

Section II. Market Analysis
- Analysis of the Current Market for the Product / Service
    [sales data, customer data, market trend data, more data!]
- Evaluation of Opportunities and Competitors