

Marketing Department

Bimonthly Tasks for December Finals

60 pts each department leader needs to turn this sheet in on or before the final. Tasks completed early can be turned in and verified at any time. All work turned in late will be half credit. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. In addition, all employees will be getting weekly work points. Leaders will award 0-2pts work points each day or 10 per week. An email will be sent out to complete this task. Leaders Failing to complete this will award you no points for that period. Turn in a completed copy of this sheet to your Chief Officers and your teacher for final grading.

Task 1: San Diego Booth Preparation:

Plan for the trade show booth set-up. Make a list all the materials, props you will need for the booth and promotion you want to do at the trade show. Make a list of things needed for the booth and who is responsible for the items. Let the communications department know your promotional plans so they can get information out through the company social media. Put together a team to set up the booth (early bus 6:00 am) and submit that list to your Vice President of Communications. Have all booth materials packed and ready on December 5th as the bus leaves the morning of the 6th.

5pts Evidence: Booth Design and Set-up team

Teacher verification Initials _____

5pts Evidence: Booth decorations, Prizes gathered and packed

VP of Com Initials _____

Task 2: Marketing Presentation Board:

Review the competition guidelines found in the **HUB** under **Competitions & Events and Competition Rubrics** → **Live Competitions** → **Marketing Rubric**. From the plan that you created on the last task sheet, build the actual presentation board for your marketing presentation. This should be completed as soon as possible so that the presentation team has time to prepare for the competition. Meet with the coordinator about your design and materials you will need as there might be some on hand for you to use. Begin the process of printing your board titles that match with the score sheet the judges will use. Comic Life has some cool options for designing the titles. Make the board as visual as possible. Maintains the company image and branding through the project. No small text and keep words to a minimum, use bulleted lists. Use company colors and images to represent the concepts.

15pts Evidence Marketing Presentation Board Completed → **Teacher Observation**

Task 3: State Trade Show Booth & Theme:

Review the trade show event information (as it relates to the booth) and competitions information for California State Conference & Exhibition (Portal - Trade Shows) This is the showcase event for the state competitions for you should try to make this your best booth so far. Try to develop a theme for the event that your booth design can develop around. Complete a detailed layout plan of how you want the booth to look. To do this download the Booth Design file from the Task Matrix. Include any promotional giveaways that you would like to order from Oriental Trading Company and your teacher will purchase them (you have a budget for the year of \$100) Submit the the following

2.5pts Evidence: Booth Design and Layout Plan → **Task Verification form**

2.5pts Evidence: Promotional Products to be ordered → **Task Verification form**

Task 4: Writing the Marketing Plan

Review the competition guidelines found in the **HUB** under **Competitions & Events and Competition Rubrics** → **Submission-Based Competitions** → **Marketing Plan Written**. You will need to submit the official company marketing plan in mid-January for the Los Angeles Conference. The goal by the end of the semester is to complete the first two sections of the Marketing Plan. Open a Google doc and begin writing the first three sections of the Marketing Plan; Pitch and Problem, Target Market and Market Analysis. Use the company business plan to gather information for these sections. Share the Google doc with Ms. Manntai (she will be working with the marketing Teams) and your teacher for verification.

10pts Evidence: Marketing Plan Pitch & Problem → **Teacher Observation**

10pts Evidence: Marketing Plan Target Market → **Teacher Observation**

10pts Evidence: Marketing Plan Market Analysis → **Teacher Observation**