

Bimonthly Tasks for February Weeks 1-2

60 pts each department leaders need to show evidence of completion. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All verifications and evidence must be turned in by February 15th. All work after that will be worth 1/2 credit.

Marketing Department

Company _____

Department Meeting and Work Points: 20 pts total

Meet as a department and decide who will do which tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task. It can be multiple people and turn a copy into your chief officer and the teacher. In addition, each Friday/Monday the officers will be awarding work points for each department leader (each day 0-2 pts or 10 per week) for the first 2 weeks in February Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this and a reminder at the end of the week.

Task 1: Marketing Plan Competition Preparation: **(HIGH PRIORITY-TIME SENSITIVE)**

Visit the Trade Show Rubrics in the portal and review the Marketing Plan competition rubric. You will practice performing the presentation everyday of the week leading up to the trade show. Find 3 different adults to present to and collect their evaluation sheets. Use the rubric score sheets to help you refine your presentation and score the presentation each time you practice below with the score sheet. Have the coordinator score you on Friday before the competition. Attach all score sheets as evidence.

_____ 5 pts
Employee responsible for this task

Evidence 1.1: 3 printed copies of the Marketing Plan & Marketing Board

_____ 10 pts
Employee responsible for this task

Evidence 1.2: Practice score sheets from 2 adults → with Task Submission Form

_____ 5 pts
Employee responsible for this task

Evidence 1.3: Practice score sheet from the coordinator → with Task Submission Form

Task 2: Complete in Los Angeles: Marketing Plan Competition

Review the competition rubric. Your points will be based on your average team score divided by 1.8 on the scoring rubric. If you place in the top 15 you will receive an extra 10 bonus points.

_____ 10pts

Evidence: Marketing Plan score sheets from Los Angeles.

Task 3: Complete in Los Angeles: Best Booth Competition

Review the competition rubric. Your points will be based on your average team score divided by 1.8 on the scoring rubric. If you place in the top 15 you will receive an extra 10 bonus points.

_____ 10pts

Evidence: Booth score sheets from Los Angeles.

Task 4: Mail Chimp March Campaign:

Over the next couple months you will be creating e-mail marketing campaigns using Mail Chimp account you set up last month. Review the E-mail Plan found in the task matrix to understand the process of creating an e-mail marketing campaign. Before you start create a practice campaign to send out to your company for February. Next You will be designing a March campaign that promotes (1) the monthly company products profile and (2) company news with the intension of directing customers to your company web site in hopes of a sale. The art department will be designing the splash graphic for the top of the march campaign. You can set up promotions that are available on the company website, but you will need to work with the web team on this and set the promo codes up in the store manager. Design the campaign with a St. Patrick's day theme in mind. Make it interesting and attractive, but always keep it professional. Once the campaign is completed send it out to all employees (and your teacher) for a preview. If all goes fine, we will launch this on the next task sheet.

_____ 5 pts
Employee responsible for this task

Evidence 4.1: February test e-Mail Campaign → send to teacher through mailchimp

_____ 10 pts
Employee responsible for this task

Evidence 4.2: Draft the March e-Mail Campaign → send to teacher