

Marketing Department

Bimonthly Tasks for January Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before January 18th. Tasks completed early can be turned in and verified at any time. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. Some time outside of the office might be required to complete the following tasks and some tasks have noted deadlines that are due for completion before the 18th of January

Department Meeting:

Meet as a department and read aloud and discuss all tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task and turn in a copy of this task sheet to the teacher and chief officers as soon as possible.

Task 1: Supplemental Materials Preparation: (HIGH PRIORITY) Employee Responsible: _____

Complete the judges support material handouts for the Bakersfield Marketing Competition. You will need to print and create 4 judges supplement materials to be used at the event. Use the Sup Mats template found in the Task Matrix under marketing. Once finished have your teacher review and then sign off each on the computer. Once signed off, print four packets.

____ 5pts Evidence 1.1: Pitch/Problem section: Teacher signature _____ Date _____

____ 5pts Evidence 1.2: Target Market section: Teacher signature _____ Date _____

____ 5pts Evidence 1.3: Marketing Plan section: Teacher signature _____ Date _____

____ 5pts Evidence 1.4: Results & Learning section: Teacher signature _____ Date _____

Task 2: Marketing Presentation™: (HIGH PRIORITY) Employee Responsible: _____

Complete the marketing presentation board Mrs. Mannati will be working with Marketing teams so you can ask her to watch you present your practice presentation..

____ 5pts Evidence 2.1: Presentation Board Completed: Teacher signature _____ Date _____

____ 5pts Evidence 2.2: Practice Presentation by 1/13: Teacher signature _____ Date _____

____ 10pts Evidence 2.3: Compete in Bakersfield

Task 3: Trade Show Company Booth: (HIGH PRIORITY) Employee Responsible: _____

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. Schedule a meeting with sales and communication department leaders and complete the following; (1) Complete the Trade Show Planning Exercise found in the Task Matrix. Following the meeting, (2) 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. Submit the write up of your Trade Show planning report and Booth design

____ 5pts Evidence 3.1: Trade Show Planning Meeting report

____ 5pts Evidence 3.2: Booth Design and Layout Plan submitted with Task Verification form

Task 4: Digital Marketing Plan™: Employee Responsible: _____

Visit the Trade Show Rubrics for the Los Angeles Trade Show in the portal and review the Marketing Plan competition rubric. This competition requires you to send in your marketing plan and the top 30 written plans make it to the oral final at the trade show. It is very important that you have a very comprehensive plan so review your current marketing plan. The plan is limited to 8 number pages, excluding cover sheet and table of contents and an appendix. There is a 5 point score for the overall presentation/writing of the written plan. Submissions will be scored based on the on the Marketing Plan (written) Rubric from the HUB to write the Marketing Plan: Pitch/problem, target market, market analysis and marketing plan. Get an English teacher proofread the plan and make needed corrections before you submit it for competition. The final submission entry must be submitted by January 24th at 5:00pm.

____ 5pts Evidence 4.1: Printed proof-read draft → Task Verification form

____ 5pts Evidence 4.2: PDF of corrected Marketing for final review → Canvas January 1-2

Note any awards in ™ competitions will be added as a bonus to your department grades