

## Bimonthly Tasks for January: Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before January 19th. 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 competition before the 19th of January

### Marketing Department

#### 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 administration as soon as possible. Note there will be no work points for the next two weeks, but will start up again January 22nd.

#### Task 1: Marketing Plan Competition Materials Preparation™: (HIGH PRIORITY)

Complete the judges support material handout for the Bakersfield Marketing Competition. You will need to print and create 4 judges supplement materials to be used at the event. Once finished have your teacher verify and sign off the packets.

_____ Employee responsible for this task	5pts	Evidence 1.1: Pitch/Problem section	} Packets competed and verified	
_____ Employee responsible for this task	5pts	Evidence 1.2: Target Market section		Teacher signature _____
_____ Employee responsible for this task	5pts	Evidence 1.3: Marketing Plan section		Date _____
_____ Employee responsible for this task	5pts	Evidence 1.4: Results & Learning section		
_____ Competition Team	5pts	Evidence 1.5: Practice Presentation by 1/11		Teacher signature _____ Date _____
_____ Competition Team	10pts	Evidence 1.6: Compete in Bakersfield		

#### Task 2: Trade Show Company Booth :

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

_____ Employee responsible for this task	5pts	Evidence 2.1: Trade show Planning Meeting report → Task Verification form
_____ Employee responsible for this task	5pts	Evidence 2.2: Booth Design and Layout Plan → Task Verification form

#### Task 3: Digital Marketing Plan™: (HIGH PRIORITY-Needs to be completed by January 24th)

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 10 Pages, including cover sheet and table of contents and an appendix. There is a 5 point score for the over all presentation/writing of the written plan. Submissions will be scored on the first three items on the Marketing Plan Presentation Rubric from the portal to write the Marketing Plan: Pitch/problem, target market, and marketing plan. Get an English teacher proof read the plan and make needed corrections before you submit it for competition.

_____ Employee responsible for this task	5pts	Evidence 3.1: Printed proof-read draft → Task Verification form
_____ Employee responsible for this task	5pts	Evidence 3.2: Printed corrected Marketing Plan & Rubric → Task Verification form
_____ Employee responsible for this task	5pts	Evidence 3.3: 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