

Marketing Department

Bimonthly Tasks for September Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before September 13th. 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 late work will be worth 1/2 credit. Assign the below tasks to team members so that you can complete all tasks by the deadline.

Task 1. Junior Company Interview Preparation:

Participate in meeting time to meet with the prospective junior vice president applicants before they interview. Share the basics of what you do in the position in a big picture and what you do in a typical week. Participate in the company interviews for that position.

5pts Evidence: Signed Verified Mr. Gersten _____ Responsibility of Vice President

Task 2. Marketing Mix Comparison & Final Revision:

With the marketing mix revisions you made last task sheet. We will be doing a comparison of your current marketing mix with those submitted in the finalist business plans from the national championships last year. They are found in the **Hub** under **Competitions & Events** and then click **Competition Rubrics**. Scroll down to the **2019 National Business Plan Competition – Top 8 Presentations** and follow that link. Look for the written plans and compare your plan with top team written plans. Review all plans and compare your plan marketing mix write up with the top teams. Review and rework the marketing mix of your business plan based on what you think you can improve from what you observed in the top plans. When you are finished share your completed marketing mix with your chief officers so it can be added to the business plan.

10pts Evidence: Final Marketing Mix: Submit in Canvas

Vice President of Marketing

Task 3. Marketing Survey Data Collection

Following the survey review of your facilitator. Make all changes or additions to the survey and send the survey out to all the employees in your company. In addition, have your facilitator post the link to the survey in Canvas so the other senior company can take the survey. Send a final copy to the junior facilitator so that the survey can be sent out to the new junior companies. At the end of the task period submit a copy of the survey results so that your facilitator can award credit for all employees that took the survey.

5pts Evidence: Updated survey sent to Company employees.

Responsibility: Any Team Member

5pts Evidence: Survey Results: Submit in Canvas

Responsibility: Any Team Member

Task 4. Email Marketing Options

Have each team member explore one free email marketing tool that companies can use. Assign each member a different tool. They will explore that tool, learn how to use it and report on what they think about using the tool for the company this year. The three tools are HubSpot, WIX Shoutout and MailChimp. Once the tool has been assigned its time to explore. Sign up for a free account and create an email marketing mailing event for October to promote your company. You might need to watch YouTube tutorials to learn how to use the program. At the end of this task period, hold a department meeting, that includes your facilitator, where everyone will be sharing their email mailing campaign with team and discussing the experience and what you like the program and what challenges you had using it. As a group discuss the three options and decide which option the company will be using this year for your email promotion platform. Share your findings with your facilitator in a short email marketing report explain which application you have chosen and why your team selected that platform.

10pts Evidence: HubSpot October mailing : Responsibility: Any Team Member

10pts Evidence: WIX Shoutout October mailing : Responsibility: Any Team Member

10pts Evidence: MailChimp October mailing : Responsibility: Any Team Member

5pts Evidence: email Marketing Report : Submit in Canvas

Vice President of Marketing