

Bimonthly Tasks for January: Weeks 3-4

60 pts each department leaders need to show evidence of completion on or before February 1st. 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 1st of February

Marketing Department

Points Earned ____/60

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. 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 last 2 weeks in January. Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this.

Task 1: Digital Marketing Plan TM: (HIGH PRIORITY-Needs to be completed by January 23rd)

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 overall 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 proofread the plan and make needed corrections before you submit it for competition.

Employee responsible for this task

15pts

Evidence 1.1: Completed Marketing Plan submitted as PDF for LA trade Show

Employee responsible for this task

5pts

Evidence 1.2: Completed Marketing Plan submitted as PDF → Canvas January 3-4

Note (TM) This notes a department competition and any award won will be added as bonus points to your department grades

Task 2: Bakersfield Report:

Department report found in the matrix under communications. Based on your discussion in your leadership meeting, complete the department report about your department's role that details the areas that went well and areas that need to improve at the trade shows. Each report should cover the following areas; Trade Show Preparation, Trade Show performance and recommendations on areas that need to improve. Save this file as you will be using for department goals in the coming weeks.

Vice President of Marketing

10pts

Evidence: Send a digital copy to CEO and a PDF → Canvas January 3-4

Task 3: Booth Preparation-Los Angeles Trade Show:

Review the competition booth comments from the last trade show and the rubric. Start planning for the trade show booth set-up. Download and print the Booth Design from the Task Matrix and complete the form. Make a copy of the Booth Design and give it to the Vice President of Communications. Your company will be competing in the Best Booth Competition

Employee responsible for this task

5 pts

Evidence: Booth Plan Completed → with Task Submission Form

Task 4: Marketing Strategy - Los Angeles Trade Show:

As a team, complete the Marketing Strategy guide found in the Task matrix. All gather in the large conference room and watch the marketing video together. Complete the Market Strategy exercise as a team and turn it in. Develop a presentation to share with the company on the marketing strategy for the company that will be used at the Los Angeles trade show.

Employee responsible for this task

10 pts

Evidence 4.1: Market Strategy Plan → Canvas January 3-4

Employee responsible for this task

10 pts

Evidence 4.2: Market Strategy Presentation → Canvas January 3-4

Task 5: Mail Chimp e-mail Marketing Program:

Throughout the spring you will begin marketing the company through email. The purpose is to get past customers to purchase from your company using the company web site. Go online and create a company account on Mail Chimp. In the registration process. Use the company e-mail and e-mail password starting with # and a capital letter for this account. Enter your first name as **Marketing** and last name as **Department**. Enter company name, company website, and address information. Explore the website following the introduction "New to Mail Chimp" it will take you through the basics of this program. To complete this task you will need to create a **LIST** of all employees in the company. Their e-mail addresses can be found in the company g-mail account.

Employee responsible for this task

5pts

Evidence: Create a list of all company employees → Canvas January 3-4