

Bimonthly Tasks for September: Weeks 3-4

60 pts - Each department leader needs to show evidence of completion on or before September 27th. 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.

Marketing Department

Task 1: Hiring Process & Department Meeting:

You will be holding interviews to fill positions for your department team. Coordinate with the Vice President of Human Resources when you would like to schedule the interviews. During this process you will record your applicants in sequential order based on preference of hire. Following all the interviews the leadership team will meet and place employees.

_____ 5pts **Evidence: Interviews Completed.**
Vice President of Marketing

Task 2: Department Meeting:

Meet as a department (and CEO) and assign all tasks for the next 2 weeks. Turn in a copy of this Task Sheet for your department to the CEO and your teacher as soon as possible- Fill in task sheet with names and who is responsible for each task.

_____ 5pts **Evidence: Completed turned into teacher**
Vice President of Marketing

Task 3: Developing a Products Line:

Meet as a department and download the **Product List** (found under Sales) from the **VEI Task Matrix**. Using this file, create a list of product lines or categories that you think should be sold by the company and then list what products will be included in those categories. As a team, attend the Sales departments' scheduled meeting that includes the Art department, chief officers and your teacher. Bring a printed copy of your list to this meeting and participate in the process of determining the categories of products or product lines that will be sold by the company.

_____ 10pts **Evidence: Department Product Line List → Canvas September 3-4**
All team members

Task 4: Value Proposition:

For a business to be successful it needs to focus on the customer and create value for the customer. To be successful it needs to understand the pain the customer is feeling and reduce that pain. As a team watch the **Value Proposition Canvas Defined** video found in the **Video Resource Library** on teacher's web page. Once you have watched the video work as a team to develop your company's value proposition download a copy of the **Value Prop** exercise from the Task Matrix.

_____ 10pts **Evidence: Completed Value Proposition Exercise → Canvas September 3-4**
All team members

Task 5: Identifying Your Market Segmentation

Log into the **VEI Hub** and go to the **Curriculum** icon. Open the curriculum and go to **Marketing • Sales** Click on **Task 2 - Identify and Analyze Domestic and International Target Markets**. Move through the task as team and review the market segmentations that you customer might fall into. Download and complete the **Action Review – Market Segmentation Industry Analysis** with your team. Once completed submit your analysis into Canvas.

_____ 5pts **Evidence: Market Segmentation Industry Analysis → Canvas September 3-4**
Vice President of Marketing

Task 6: Surveying the Market

Based on your market segment analysis in Task 4 you will be developing a series questions that would be important to ask customers about what you company is selling. Open a Google Doc and share it with the team and all of the sales department. Assign pairs (one from sales and one from marketing teams) one or two segments that include: Demographics, Psychographics, Benefits, Behavior and Socio-economic. Refer to Marketing Task 2 that you explored in the above task to get definitions for each category. Once segments have been assigned, have the pairs of employees get together and develop a series of questions in the shared doc that would help the company make decisions on what your company will be offering to the customers. Print the list for teacher review and recommendations. In addition submit the list to Canvas.

_____ 25pts **Evidence: Printed list of categories and questions → Task Verification Form (submit also in Canvas)**
Employee Responsible