

Bimonthly Tasks for April Weeks 2-4

60 pts each both will work together on this and show evidence of completion on or before the due date. 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 department members receive the same points based on completion of their required tasks. Print this sheet and turn it in by April 26th to verify the tasks.

Marketing Department

Department Points _____/60pts

Division of Labor:

Meet as a department and decide who will do which tasks for the next 3 weeks. Fill in task sheet with names and who is responsible for each task. Make two copies and turn them into the teacher and Chief officers. Due to the New York Trip and some many people missing we will not be awarding work points for the Month of April.

Task 1.0: Marketing Evaluation Report:

Write a year end report of the company marketing department. This report will be your departments contribution to the company annual report that will be completed in May. In the report, address the effectiveness of the company marketing plan, trade show performance and e-mail marketing campaigns. Combine the marketing plan into the report that was written at the beginning of the year. In the conclusion of each section, discuss the issues the department had during the year and suggest recommendations to improve the performance and effectiveness of the use of each marketing area for the coming year. Each report section will be worth 10 pts and should be combined into one report to submit as evidence of completion. When finished send or share a copy of the report with your CEO.

Employee responsible for this task

10 pts **Evidence 1.1: Marketing plan section completed** → **Canvas April 2-4**

Employee responsible for this task

10 pts **Evidence 1.2: Trade Show Performance section completed** → **Canvas April 2-4**

Employee responsible for this task

10 pts **Evidence 1.3: e-mail Marketing sections completed** → **Canvas April 2-4**

Task 2.0: Mid April Marketing Campaign:

You will be developing a late April (Spring theme) e-mail marketing campaign. The art department will once again be developing the graphic for the top of the campaign and marketing will select the one they like from the group. To complete this task you will need to create a new campaign. Using the templates choose a spring template and begin working on the April Campaign. The draft of the campaign will be sent to your coordinator for comments and suggestions and will be revised and sent out after we return from spring break.

Employee responsible for this task

10 pts **Evidence: Mid-April Campaign** → **Teacher Observation**

Task 3.0: Print Advertisement Design:

This is an opportunity for your department to get creative. Research what makes a good print ad and have each team member create a one page advertisement that would be used to advertise and market the company in magazines that our target market would be reading. Each person in the department should select a different magazine they would be designing their ad for read below the task at hand for your team.

- Task:
1. Using InDesign, create two page document with a cover page that details the magazine that you have selected and the second page will be the marketing advertisement to promote the company.
 2. Go to the list of US magazines wiki page and select the magazine for which you will be designing the ad.
 3. Define (from the wiki description) the magazine, its circulation amount, the cost of running an ad and its target market.
 4. Create a company ad to target the typical readers of that magazine. Each design should be created by a different team member and should be letter size page. Design will be graded on effectiveness of the add by using the Trade Show Flyer rubric for scoring (see Trade show Rubrics). The score will be adjusted so that each team member will have a percentage of the points awarded to your department. This percentage will be determined by dividing the possible points by the number of department members. Each team member should turn in their completed designs and cover sheet in PDF format into Canvas.

Name of who is responsible

20 pts **Evidence: Advertisement submitted** → **Canvas April 2-4**