

Marketing Department

Bimonthly Tasks for Weeks 1-3

90 pts - Each department leader needs to show evidence of completion on or before August 31st. 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. Company Fundraising:

One of the challenges each year for companies is to earn money to pay for the things they need through the year. Too often, the company is asking employees to donate for the things the company needs. This is not how a company works, so you are tasked with developing a plan to help the company raise money. With opportunities like Back to School night sales and Welcome Back grams, you will need to plan a way in which you can raise money for the company. Download the **FundRaising** file from the VE Task Matrix and meet together as a team with the Communications Department to brainstorm ideas and come up with a plan to fund raise. You will need to go to the activities office to get the proper paperwork and submit that at least a week before your event and then run the event.

10pts Evidence: Completed Fundraising Plan: Responsibility: Any Team Member at meeting

20pts Evidence: Completed Fundraising Event: All Team Members

Task 2. Identifying Your Target Market.

Review your marketing survey from last year. Open the task 3 from the VEI portal under Sales and Marketing. Meet with the Marketing department to develop a new series of questions that would be important to ask target market customers about the needs that are being met by what you company is selling. Once you have the list of questions, run them by your facilitator to see if they are clear and concise to get the information you are looking for. Once approved create a Google forms Survey to be sent out to prospective customers to gather information about their needs and purchasing practices. Through the results of this survey you will help define and identify your target market.

10pts Evidence: New Series of Survey Questions printed for approval: Any Team Member

15pts Evidence: Updated Marketing Survey: Any Team Member

Task 3. Marketing Goals and Marketing Calendar

Research examples of marketing goals on the internet and establish what goals you will have for the coming year. Review the end of the year sales data and use that to establish some of your marketing goals. The goals need to be measurable so that we can clearly establish if you have met your goals. These goals will drive your marketing plan and focus on what you will be working on as a department. Part of the goals should be to actively market your company using social media, advertising and email marketing. Open the company Google account and using the Google calendar, set up a calendar from September through December to schedule marketing points for social media, advertising and email marketing and who will be responsible for each scheduled event.

5pts Evidence: List of measurable Yearly Marketing Goals: Responsibility: Vice President of Marketing

5pts Evidence: Calendar of Marketing Events: Responsibility: All Team Members

Task 4. Analyzing the Marketing mix

Log into the portal and go to Sales/Marketing and open TASK 4: ANALYZING ELEMENTS OF THE MARKETING MIX: PRODUCT, PRICE, POSITION, PROMOTION AND PLACEMENT. Meet as a team with the sales department to complete the **Marketing Mix** and **Pricing Strategy**. Create an updated Marketing Mix strategy report which will be used in the to be used in the marketing and business plans.

15pts Evidence: Marketing Mix Report: Responsibility: All Team Members

Task 5. Company Uniform Order

Poll if employees need company uniforms and get their sizes so that we can reorder the uniforms. Follow up with any employee that left the company and see if you can get back their uniforms to use as spares. If we need to reorder uniforms I will cost the employee the full price.

10pts Evidence: Uniform Need order: Responsibility: Any Team Member