

Final Tasks

60 pts each both will work together on this and show evidence of completion on Friday May 24th. 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 will receive points based on their completion of their required tasks

Marketing Department

Company _____

Task 1.0: Company End of the Year Awards:

Working with the Communications Department, develop a plan for an end of the year event that will occur the day of your class final. In this event, we will celebrate the first year as a company and employees will be recognized for their work through the year. Each Chief Officer will recognize the top employees from their divisions at the event. In addition the company can have some fun/humorous awards (see coordinator for ideas or what is appropriate). We would like to each person recognized for something. Meet with communications and create a list of fun awards and have the coordinator approve the list. Then develop a Google forms survey to send out to the company staff and have them write names for each award.

The year in review video will be shown and food can be served at the celebration. Assign people to lead the following areas: Awards Ceremony, Awards Preparation and Catering/Food. Submit a plan for approval to your consultant that details the schedule (forward this to Art Department as they will be making the printed program), list of awards and who will present them, and food responsibilities.

Name of who is responsible

15pts **Evidence 1.1: Awards List approved and survey link → Canvas Final**

Name of who is responsible

5pts **Evidence 1.2: Schedule of year end awards → Canvas Final**

Task 2.0: Update Marketing Plan: 30pts

The Marketing Evaluation report gave you an opportunity to look back at what you planned in your marketing plan and how things actually happened. Take the information that you developed in April from the Market Evaluation Report and update the marketing plan. Integrate the tasks from the April task sheet into your marketing plan. Include the following in the areas in the marketing plan sections in parenthesis. (review the annual reports from VEI website to see examples of how this should be done.) Update the table of contents as needed and page numbers to finish off the document.

- **Competitive Landscape:** (Marketing Plan section: Analysis of the Market)
- **Marketing and Advertising Plan:** (Marketing Plan section: positioning)
- **Market Research:** (Marketing Plan section: Analysis of the Market)
- **Advertising campaign:** (Marketing Plan section: Positioning)
- **Target Markets:** (Target Market an Market Segmentation)
- **Trade Show Research:** (Marketing Plan section: Promotion)
- **Brand Awareness:** (Marketing Plan section: Promotion)
- **Risk:** (Marketing Plan section: Industry Outlook)

Employee responsible for this task

5pts. Marketing Plan section: Analysis of the Market - Updated

Employee responsible for this task

5pts. Marketing Plan section: Industry Outlook -Updated

Employee responsible for this task

5pts. Target Market an Market Segmentation- Updated

Employee responsible for this task

5pts. Products and Services -see new additions (Art, Digital Media or Sales)

Employee responsible for this task

5pts. Marketing Plan section: Positioning -Updated

Employee responsible for this task

5pts. Marketing Plan section: Promotion -Updated

Task 3.0: Department Archive Files

Upload all department files to the company Google drive so that they are saved for access next year. Make sure they are the original files not PDF copies of what was made. Include: Marketing Plan, Mail Chimp Login Information (communications), brochures, ads, judges materials and any other projects created during the year.

Employee responsible for this task

10 pts **Evidence: All department files saved to Google drive → Teacher Observation**