

Bimonthly Tasks for March Weeks 2-4

60 pts each department leaders need to show evidence of completion. At the end of each task period print this sheet and turn it in. for recording of grades. 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 verifications and evidence must be turned in by March 29th. All work after that will be worth 1/2 credit.

Marketing Department

Department Points _____/60pts

Department Meeting and Work Points: 30 pts total

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

Task 1.0: Marketing Supplemental Materials: (HIGH PRIORITY) - Deadline Friday, March 15th

The competition at the Youth Business Summit in New York will require your team to qualify by submitting your company supplemental materials for you presentation. Meet with your teacher to help you plan and set this up for the competition, this might require extra time outside of class to complete by the deadline. To submit your entry you will need to go to Trade Shows → Youth Business Summit → Competitions Registration Link and click on Marketing. Complete the registration and upload your completed Supplemental Materials. Teams placing in the event will earn bonus points for the department.

Employee responsible for this task

10pts Evidence: Submission receipt found in company Google mail → teacher observation

Task 2.0: Spring-Summer Product Offerings Planning: (high priority complete asap)

Attending the meeting run by the chief officers with sales, marketing, digital media, and art department leaders and brainstorm ideas to update the company product line for catalog and website.

Vice President of Art & Publications

5pts Evidence: attend meeting → teacher observation

Task 3.0. Company Marketing Brochure

Update or redesign the company informational brochure that can be used to introduced the concept of your company for the first part of the marketing competition. This will give a general overview of what you do and how it works. This will be used in the judges packet in the cut pocket on the front of the materials folder. We would like to have these printed for the New York competition

Employee responsible for this task

10 pts Evidence: Informational Brochure → Canvas Feb 3-4

Task 4.0: Marketing Competition:

Using the Marketing Competition rubric found in the Task matrix, your will begin preparing for the Marketing competition in New York. Prepare your supplemental materials packet for the team presenting in New York. You will need to have two sets of supplemental materials packets. The team will not be using the foam display for this competition. So work with your teacher to develop materials you can use as a presentation resources. Possibly the company vertical display, brochures or judges packets. If things need to be printed, they need to be turned in before spring break.

Employee responsible for this task

15pts Evidence: Marketing judges packet ready for competition → teacher observation

Task 4.0: Booth/Table Preparation & Grand Opening

In New York each team will be sharing a table with their sister company. You team will roughly have a 2' x 3' space to display and present your company brand. There will not be any electrical access, by wifi will be provided and the company will be using the POS system on one iPad for check out. Assign a booth lead person who will coordinate the planning, preparation and setup of the table. Gather and packs all booth props and materials that will be used that day. Working with the chief officers, you will help plan the Grand Opening. Create a simulation of the table on Thursday, March 28, this will be left up for open house/grand opening. Following the grand opening, make a list of who will carry booth items to New York in their luggage.

Employee responsible for this task

5 pts Evidence 4.1: Table Set-up simulation for Grand Opening → teacher observation

Vice President of Marketing

5 pts Evidence 4.2: Employee Packing List for New York → Canvas Feb 3-4

Task 5.0: Early April Marketing Campaign:

You will be developing a early April e-mail marketing campaign. Your department will be developing the graphic for the top of the campaign. 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 finished campaign will be sent to all your coordinator, all company employees and all customers for which we have e-mail addresses. This is schedule to be sent at the end of month on March 30th

Employee responsible for this task

10 pts Evidence: Early April Campaign → teacher observation