

Bimonthly Tasks for November Week 4 - December Week 1

60 pts each department leader needs to turn this sheet in on or before December 7th. Tasks completed early can be turned in and verified at any time. All work turned in late will be half credit. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. In addition, starting this task period, all employees will be getting weekly work points. Leaders will award 0-2pts work points each day or 10 per week. An e-mail will be sent out to complete this task. Leaders Failing to complete this will award you no points for that period.

Marketing Department

Company Name _____

Department Meeting:

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

Task 1: San Diego Booth Preparation: (HIGH PRIORITY) Need to be done by November 28th

Complete your final planning for the trade show booth set-up. Gather all the materials, props and promotions you will need for the booth. Make a list of things needed for the booth and who is responsible for the items. Let the communications department know your promotional plans so they can get information out through the company social media. Put together a team to set up the booth and submit that list to your Vice president of Communications. Have all booth materials packed and ready on November 28 as the bus leaves the morning of the 29th.

_____ 10pts **Evidence: Prize Wheel design completed** → VP of Communications verification Initials _____
Name of who is responsible

_____ 5pts **Evidence: Prizes gathered and packed** → VP of Communications verification Initials _____
Name of who is responsible

_____ 5pts **Evidence: Booth decorations packed** → VP of Communications verification Initials _____
Name of who is responsible

_____ 5pts **Evidence: Booth Design and Set-up team** → VP of Communications verification Initials _____
Name of who is responsible

Task 2: Trade Show Report:

Upon returning from the San Diego Trade Show meet with the Chief Officers & Vice President of Sales and evaluate your company performance at the trade show. Review the scores and judges sheets to find areas you can improve at the next event. Complete the TS Report found in the VEI Task Matrix. Co-write the report with the Vice president of Sales (using google docs) based on your findings and submit the finished report in Canvas. You will share your report findings at the next leadership meeting in the discussion of the Trade Show.

_____ 15pts **Evidence: Written Trade Show Report** → Canvas November 4
Vice President of Marketing

Task 3: Determining Value

It is time to look deep into the value you are creating for your customer and to see if what your company has to offer is of value to your customer base. Download from the Task Matrix the **Value Prop** (Value Proposition Canvas) and print and make copies for all members of your marketing team. Have your team and watch the **Value Proposition Canvas Defined** video found in the Video Resource Library on the teacher website and they can download the VP Guide found in the Matrix for extra help. Following the video, meet as a team and hand out the VPC sheets and complete the value proposition for your company. Following the exercise write your company value proposition statement and turn it in.

_____ 5pts **Evidence: Complete the Value Proposition Canvas Exercise** → Task verification form
Entire Marketing team

_____ 5pts **Evidence: Write your company value proposition statement** → Task verification form
Entire Marketing team

Task 4: State Marketing Plan Presentation Planning:

You will begin planning for Marketing competition at the state conference in January. First, determine who will be on the marketing team and list their names below. To determine what needs to be covered for the competition, refer to the Marketing rubric found in the VEI Portal under Competitions & Rubrics. You will be using a 3' x 4' presentation board for the competition as a visual aid during your presentation. On a legal size paper, design your marketing plan presentation board based on the scoring rubric for the marketing plan found on the Task Matrix on your company consultant web site. This board should be very professional and visual using images, charts and headings. You will use this as a visual aid when presenting your marketing plan.

_____ 5 pts **Evidence 3.1: Marketing Plan: Names** _____ & _____

_____ 5pts **Evidence: Marketing Board Design** → Task verification Sheet
Employee responsible for this task