

Marketing Department

Company Name _____

Bimonthly Tasks for November

60 pts - Each department leader needs to show evidence of completion on or before November 22nd. 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.

Department Meeting:

This will be an incredibly hard week for the marketing department and members of the department should plan to spend extra time after school to meet the submission requirements for San Diego on Friday November 9th. 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. Award weekly work points in the form sent out by HR.

Task 1: Sales Materials: Company Marketing Brochure™: (VERY HIGH PRIORITY- November 8th)

Attend the meeting scheduled by the Art department Vice president. Meet with Sales and Art leaders and open up the open up the Sales Materials competition rubric found in the HUB → Competition & Events → Competition Rubrics → Submission-based Competitions → Sales Materials. To complete the task before the short deadline, the parts of the competition entry will be divided up among departments. Marketing will be assigned to make the company informational brochure. Open you brochure from last year and improve, revise and update the brochure. Select someone in the team that will complete this. You have a short time-line to complete this and it will require work outside the office to complete. The finished brochure needs to be uploaded to the marketing folder in the company Google drive by November 14th so that the Art department can combine it into the final competition submission. When done send the brochure to Mr. Gersten for Final proofing by November 21st so the brochure can be sent to the print shop so you can have it for San Diego.

10pts **Evidence: Marketing brochure uploaded into G-Drive by November 14th.**

5pts **Evidence: Marketing Brochure sent to Mr. Gersten for printing:** signature received _____

Task 2: Impact Marketing: (VERY HIGH PRIORITY- November 21st deadline)_____ is responsible

Completely redesign the last years entry and review the rubric found in the HUB → Competition & Events → Competition Rubrics → Live Competitions → Impact Marketing to see if any changes have occurred in the competition requirements. Have the entry print ready by November 21st for submission to the print shop. Coordinate with Mr. Gersten for the printing.

10pts **Evidence: Impact Marketing in (PDF) format**

Mr. Gersten: initials received _____

Task 3: Preparing for the Trade Show™ :

In about one month your company will be at the San Diego Trade Show. With this quickly approaching the company must begin looking at how it will be promoting itself. Set up a meeting with sales and communications. Before the meeting, review the **Trade Show Plan** found in the **Task Matrix and** also review the trade show event information and competitions information for San Diego (Portal - Trade Shows). Discuss the questions in Trade Show Plan and turn in write up your plan for the booth, its theme and how you plan to promote the company at the event. If you need to purchase stuff online, that needs to be done as soon as possible as shipping can take a long time (you have \$100 for the year, coordinate this with Mr. Gersten as soon as possible). Create a layout plan of how you want the booth to look. To do this download the Booth Design file from the Task Matrix. In this design develop a list of what you need to have for the booth (and costs if you need to buy the items)

5pts **Evidence: Planning Meeting Notes**

2.5pts **Evidence: Marketing Promotion Order sent to Mr. Gersten:** signature received _____

5pts **Evidence: Booth Design and Layout Plan Mr. Lee:** signature reviewed _____

Task 4. Junior Company Mentorship:

Multiple times each week, check in with junior Vice President of Marketing to see how they are doing with their tasks and answer any questions they have concerning their October 3-4 series of tasks. This mentorship will continue throughout the first semester. They will be grading you on your helpfulness and involvement. Those grades will be reported to your teacher to be added to your grades.

5pts **Evidence: Signed by junior Vice President** _____ November week 2

5pts **Evidence: Signed by junior Vice President** _____ November week 3