Bimonthly Tasks for November Weeks 3-4

30 pts each department leader needs to turn this sheet in on or before December 2nd. 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, 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 this short week. 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 your teacher.

Task 1: Impact Marketing: (VERY HIGH PRIORITY- November 22nd deadline) _
Design the entry for the impact marketing competition in San Diego. Review the rubric found in the HUB ⸱⸱➔ Competition & Events ⸱⸱➔ Competition Rubrics ⸱⸱➔ Live Competitions ⸱⸱➔ Impact Marketing for the competition requirements. See the project examples found around the classroom. Have the entry printed ready by November 22nd 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 2: San Diego Booth Preparation:
 Review the trade show event information (as it relates to the booth) and competitions information for the San Diego Exhibition. Try to develop a theme for the event that your booth design can develop around. Schedule a meeting with sales and communication department leaders and complete the following; (1) Complete the Trade Show Planning Exercise found in the Task Matrix. Following the meeting, (2) Complete a detailed layout plan of how you want the booth to look. To do this download the Booth Design file from the Task Matrix. Submit the write up of your Trade Show planning report and Booth design. If you need to order materials for the booth or promotional giveaways, those need to be ordered as soon as possible as sometime they can take up to 4 weeks to come in, turn that list in to your teacher as soon as possible for ordering. You should also reserve an props need for San Diego by labeling them with tape and your company name and moving them into the office.

_____ 5pts   **Evidence 2.1: Trade show Planning Meeting report ⸱⸱➔ Task Verification form**
Employee responsible for this task

_____ 5pts   **Evidence 2.2: List of props and promotions ⸱⸱➔ Task Verification form**
Employee responsible for this task

_____ 5pts   **Evidence 2.3: Booth Design and Layout Plan ⸱⸱➔ Task Verification form**
Employee responsible for this task

Task 3: 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. You will need to turn this signed sheet in to receive your points.

_____ 2.5 pts **Evidence 2.1: Marketing Representatives Name _____Signature _____**
Vice President of Marketing

Marketing Representatives Name _____Signature _____

_____ 2.5pts **Evidence 2.2: Marketing Board Design ⸱⸱➔ Task verification Sheet**
Employee responsible for this task