

# Bimonthly Tasks for November Weeks 1-2

60 pts each department leader needs to turn this sheet in on or before November 16th. Tasks completed early can be turned in and verified at any time. 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

### Department Meeting:

This will be an incredibly hard week for marketing 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, most of the tasks are linked to competitive events that your department can win awards. 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: Sales Materials: Company Marketing Brochure™: (VERY HIGH PRIORITY- November 8th)

Meet with Sales and Art leaders and open up the Sales Materials competition rubric found in the portal under Competitions and Rubric-Rubric Tab. 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. 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 upload to the marketing folder in the company Google drive by November 8th so that the Art department can combine it into the final competition submission. Work with your teacher as you develop ideas and construct the brochure.

\_\_\_\_\_  
Employee responsible for this task

10pts Evidence: Marketing brochure uploaded into G-Drive by November 8th.

### Task 2: Impact Marketing Billboard Ad ™:

You will be designing the company billboard ad for the Impact marketing competition in San Diego. Review for the Impact Marketing competition rubric found in the portal under Competitions and Rubric-Rubric Tab You will be designing a 20 x 30 billboard ad for your company. This billboard ad needs to be completed by November 15, so that there is enough time to print it before competition. This might requires extra time outside the work day to complete. Work with your teacher as you develop ideas and construct the advertisement.

\_\_\_\_\_  
Employee responsible for this task

10pts Evidence: Impact Marketing Billboard

### Task 3: Finalizing the Marketing Plan: (HIGH PRIORITY - November 15th)

Finish the entire marketing plan sections required in the business plan which needs to be done as soon as possible. When finished spell check and print the draft and have your English Teacher (Mrs. Manntai) proof read for corrections and sign and date below. Make any needed corrections and Share the plan with the Chief Officers so that they can use your teams plan in the company business plan sections that relate to marketing.

\_\_\_\_\_  
Name of who is responsible

10pts Evidence: Final Draft Printed and brought to Mrs. Manntai for proof reading.

Proof Reader Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Name of who is responsible

5pts Evidence: Corrected Draft - signature below → Shown to coordinator

\_\_\_\_\_  
Name of who is responsible

5pts Evidence: Shared with Chief Officers → signature below by November 15th

Chief Executive Officer \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

### Task 4: Preparing for the Trade Show ™ :

In about one month your company will begin its full operations and its big “kick-off” event with be the San Diego Trade Show. With this quickly approaching the company must begin looking at how it will be promoting its self. 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. 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)

\_\_\_\_\_  
Name of who is responsible

10pts Evidence: Planning Meeting Notes → Canvas November 1-2

\_\_\_\_\_  
Name of who is responsible

10pts Evidence: Booth Design and Layout Plan → red tray with task verification form attached

™ Note any awards in ™ competitions will be added as a bonus to your department grades