

Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 18th. 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.

Marketing Department

Task 1: Department & Leadership Meeting:

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks and fill in task sheet with names. Turn in a copy of this Task Sheet for your department to the CEO and teacher as soon as possible.

Vice President responsible

5pts Evidence: Complete and turn into CEO & Teacher

Task 2: Company Colors:

Attend the meeting schedule by the Vice President of Art with your Chief Officers and Digital Media to discuss and complete the company colors exercise together and develop a plan for company colors to be used for company branding and design concepts.

Employee Responsible

5pts Evidence: Company Color Exercise Completed (submitted by Vice President of Art)

Task 3: Company Slogan:

Working with your department and teacher, Research on how to create a company slogan and slogan maker software. Develop a slogan that goes well with the company name and what your company does. Create a list of slogans you like and choose 4-6 to pitch to the chief officers and your teacher. Together work together to refine the company slogan until a final decision is reached that will be used to market the company for the next two years.

Vice President of Marketing

10pts Evidence: Submit the final name with the slogan → Canvas October 1-2

Task 4: Surveying the Market

Using the approved questions to develop a survey in the company Google account that all the business classes will be taking for you. This survey needs to be designed in Google forms and print a draft for your teacher for proofing before being sent out to the public for their opinions. Your teacher will make suggested changes and update the survey with all requested changes from the draft and once the survey has final approval send it out.

Employee Responsible

15pts Evidence 4.1: Develop the survey, and print the draft → task verification to teacher

Employee Responsible

5pts Evidence 4.2: Send survey link out for public response → Canvas October 1-2

Task 5: Write a Market Positioning Statement.

Research how to write a positioning statement. Open the **Position** file from the VEI Task Matrix, print it and follow the directions. Search some examples of positioning statements on the internet. Also wikihow.com is a good place to find directions. Write the company market positioning statement.

Employee Responsible

5pts Evidence: Market Positioning Statement → Canvas October 1-2

Task 6: Identify and Analyze Domestic and International Target Markets

Set up a meeting time with the Sales department to meet in the large conference room to go through Marketing Task 2 found in the Hub. Work through the discussions, media and activities in the task as a group. Review the market segmentations with everyone so they understand each segment. Download the market segmentation Industry analysis and complete it as a group. Work together using Google slides to create a customer profile slide (similar to the example found in the task) and save it as a PDF. Submit that profile in Canvas for the entire group.

Employee Responsible

5pts Evidence: Market Segmentation Industry Analysis completed → Canvas October 1-2

Employee Responsible

10pts Evidence: Customer Profile → Canvas October 1-2