

Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 11th. 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

Evidence: Complete and turn into CEO & Teacher

Task 2: Marketing at the Exhibition:

All company employees as will be expected to attend this event on October 12th. Your team will come up with marketing promotions for the exhibition to attract people to your table. You will be provided with a prize wheel to build interest and must come up with prizes (candy or snacks) for the event. You will need to design the prize wedges for the exhibition and get the prize wheel ready for the event. See your teacher to get your assigned wheel. Get a display board from the teacher and develop a marketing display with company name and highlight what you sell. This display will be used on the table at the exhibition. In addition, gather some cheap decorations for the table at the event. Finally, you will work with communications and to pack for the event. When each task is done have the teacher verify that it is complete and initial the task sheet

Name of who is responsible

Evidence: Prize Wheel design completed → teacher verification Initials _____

Name of who is responsible

Evidence: Prizes gathered for the event → teacher verification Initials _____

Name of who is responsible

Evidence: Marketing decorations & Table Display → teacher verification Initials _____

Task 3: Identifying and Analyzing Target Markets (Part 2)

Using the approved questions to develop a Google survey that all the business classes will be taking for you. This survey needs to be designed in Google forms and needs to be sent for final approval before being sent out to the public for their opinions.

Name of who is responsible

Evidence: Develop the survey, link sent → Canvas for final approval

Name of who is responsible

Evidence: Send survey out for public response → Canvas

Task 4: Target Market and Market Segmentation:

Using Google Doc that you started last task sheet, update and revise the Target Market narrative section to identify a specific group of consumers to which your firm or company will directs its marketing efforts. Research niche marketing and psychographics so you have a clear understanding of what these terms mean and how they apply to the target market. Separate layers of the target market according to the following: demographics, geography, psychographics, niche market, socio-economic factors, benefits, etc. You will be sharing you marketing plan with the chief officer later this month as your plan will be included in the company business plan.

Name of who is responsible

Evidence: Revised Target Market completed → Shared in Google Docs