

# Bimonthly Tasks for October Weeks 3-4

60 pts each department leader needs to turn this sheet in on or before November 1st. 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.

## Marketing Department

### Task 1: Department Meeting

Meet as a department and read together and assign all tasks for the next 2 weeks. Turn in a copy of this Task Sheet for your department to the Chief Officers as soon as possible- Fill in task sheet with names and who is responsible for each task. Each person can earn 2 work points from you each day for 10 points per week. Each day, 1 Point will be automatically, earned for having your phone in your employee locker and the additional point/s will be earned for your daily work. Violations of office policies will result in loss of points. The department leader will complete the weekly work points for all employees each week for their department. Leaders failing to award points will get no points for the work period, while associates will get full points awarded. A link will be sent in an e-mail and on Slack complete this task.

\_\_\_\_\_ 5pts **Evidence: Complete and turn into Chief Officers & Teacher**  
Vice President

### Task 2: Marketing at the Exhibition:

All company employees as will be expected to attend the event on November 11th. Your team will come up with a theme and 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 (trinkets, candy or snacks) for the event. Go to the Oriental Trading website and search for possible trinkets you can offer to attract customers and go with your theme. Speak to the teacher about your budget for the year. 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 and download the wheel template from the Task Matrix. Complete the Booth Design exercise found in the Tasks Matrix to show your plan for the exhibition next month.

\_\_\_\_\_ 10pts **Evidence 2.1: Prize Wheel design completed → teacher verification Initials \_\_\_\_\_**  
Name of who is responsible

\_\_\_\_\_ 5pts **Evidence 2.2: List of Prizes for the event → teacher verification Initials \_\_\_\_\_**  
Name of who is responsible

\_\_\_\_\_ 10pts **Evidence 2.3: Booth Design → task verification form attached**  
Name of who is responsible

### Task 3: Target Market and Market Segmentation:

Open the 2019-20 Business Plan Rubric - Written found in the **Hub** under **Competitions & Events**. Review the section on the Marketing Plan. Review the Target Market and Market Segmentation section and update any change you need to make on your previous work. Using Google Doc develop the Target Market and Market Segmentation narrative section to identify a specific group of consumers to which your firm or company will directs its marketing efforts. Research niche marketing and psycho-graphics 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, psycho-graphics, niche market, socioeconomic factors, benefits, etc. You will be sharing you marketing plan with the chief officers next month as your plan will be included in the company business plan.

\_\_\_\_\_ 5pts **Evidence: Target Market completed → Google Docs file shared in Canvas**  
Employee Responsible

### Task 4: Business Plan: Marketing Mix Section

Using the Business Plan rubric, begin writing the next new sections detailed below of the marketing mix that needs to be included in the business plan the chief officers are working on. Add the marketing Mix to the marketing plan you have in Google Docs. Have each team member work on their assigned sections.

\_\_\_\_\_ 5pts **Evidence 4.1: Product section completed → Google Docs file shared in Canvas**  
Employee who is responsible

\_\_\_\_\_ 5pts **Evidence 4.2: Pricing (work with sales) completed → Google Docs file shared in Canvas**  
Employee who is responsible

\_\_\_\_\_ 5pts **Evidence 4.3: Placement completed → Google Docs file shared in Canvas**  
Employee who is responsible

\_\_\_\_\_ 5pts **Evidence 4.4: Promotion completed → Google Docs file shared in Canvas**  
Employee who is responsible

\_\_\_\_\_ 5pts **Evidence 4.5: Positioning completed → Google Docs file shared in Canvas**  
Employee who is responsible