

Bimonthly Tasks for October Weeks 3-4

60 pts each department leader needs to turn this sheet in on or before November 2nd. 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 with 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: 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 select one to be used for the company slogan that will be used to market the company for the next two years.

_____ 10pts **Evidence: Submit the final name with the slogan → Canvas October 3-4**
Vice President of Marketing

Task 3: Exhibition Promotions and Giveaways:

The marketing department is responsible for creating the booth experience at each trade show exhibition. As a team, talk about what you want the theme of the booth to be at the next two trade show (November 30 and January 16-17). Each company will have \$100 to use for props, promotions, and giveaways for the 4 remaining trade show exhibitions the company will be attending this year. That works out to \$25 per event. Visit the Oriental Trading Company website and look for inexpensive promotional items that can be used at our next two events. Submit the items, quantity, and cost of the items you would like have purchased for the events. Shipping can take some time so that is why we are doing this so early. Send a copy to the accounting department to be included in the advertising costs for the company

_____ 10pts **Evidence: List of items and costs → Canvas October 3-4**
Employee who is responsible

Task 4: Business Plan: Marketing Mix Section

Open the 2018-19 Written Business Plan Support Guide found under business plan in the VEI Portal Review the business plan written sequence and go to the section on the Marketing Plan. Review the Target Market & Market Segmentation section and update any change you need to make on your previous work. 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. Share the plan with the Chief Officers so that they can use your marketing plan in the company business plan. Have each team member work on their assigned sections.

_____ 5pts **Evidence: Product section completed → Shared in Google Docs**
Employee who is responsible

_____ 5pts **Evidence: Pricing (work with sales) completed → Shared in Google Docs**
Employee who is responsible

_____ 5pts **Evidence: Placement completed → Shared in Google Docs**
Employee who is responsible

_____ 5pts **Evidence: Promotion completed → Shared in Google Docs**
Employee who is responsible

_____ 5pts **Evidence: Positioning completed → Shared in Google Docs**
Employee who is responsible

Task 5: Marketing Survey Results:

Collect the response to your company survey. Report on the results of your survey and what information was useful in marketing your company. Include the Excel data showing results from the surveys that were taken. This data should be used in the marketing plan above in the form of charts and graphs. See the teacher for help on this task to understand what is expected for this task.

_____ 10pts **Evidence: Report of survey results & Excel sheet → Canvas October 3-4**
Employee who is responsible