

## Bimonthly Tasks for September: Weeks 3-4

60 pts - Each department leader needs to show evidence of completion on or before September 28th. 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

#### 1. Hiring Process & Department Meeting:

You will be holding interviews to fill positions for your department team. Coordinate with the Vice President of Human Resources when you would like to schedule the interviews. During this process you will record your applicants in sequential order based on preference of hire. Following all the interviews the leadership team will meet and place employees.

\_\_\_\_\_ 10pts  
Vice President of Marketing

**Evidence: Interviews Completed.**

#### 2. Department Meeting:

Meet as a department (and CEO) and assign all tasks for the next 2 weeks. Turn in a copy of this Task Sheet for your department to the CEO and your teacher as soon as possible- Fill in task sheet with names and who is responsible for each task.

\_\_\_\_\_ 5pts  
Vice President of Marketing

**Evidence: Completed turned into teacher**

#### 3. Developing a Products Line: (Sales & Marketing: Task 1)

Meet as a department and download the **Product List** (found under Sales) from the **VEI Task Matrix**. Using this file, create a list of product lines or categories that you think should be sold by the company and then list what products will be included in those categories. As a team, attend the scheduled meeting that includes Art & Sales departments, chief officers and your teacher. Bring your list to this meeting and participate in the process of determining the categories of products or product lines that will be sold by the company.

\_\_\_\_\_ 10pts  
All team members

**Evidence: Department Product Line List → Canvas September 3-4**

#### 3. Identifying Your Target Market. (Part 1)

Open the task 3 from the VEI portal under Sales and Marketing. Meet with the Marketing department to develop a questions that would be important to ask customers about what you company is selling. Once you have the list of questions, Marketing will create and conduct a Google forms Survey to be sent out to various sources to gather information about the purchasing practices of other companies and people. Through the results of this survey you will identify your target market.

\_\_\_\_\_ 10pts  
Name of who is responsible

**Evidence: List of Questions (Marketing) → Canvas September 3-4**

#### 4. 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.

\_\_\_\_\_ 10pts  
Name of who is responsible

**Evidence: Market Positioning Statement → Canvas September 3-4**

#### 5. Writing the Marketing Plan: First Drafts:

In the VEI Portal review the written Marketing Plan rubric found under Competition & Rubrics-Rubrics Tab. You will be developing a marketing plan that will be used for the company competitions. Open a Google Doc and share the file with the entire team and teacher so everyone can work on the same file. Use the examples and support materials found in the matrix and write the required sections: When finished turn the completed sections into Canvas. Most good marketing plans have charts and graphs to represent the data. Try to include these when possible in the plan. For market analysis, visit the Nielsen.com so see what information and statistics they have on your industry or related industries so you can support your plan with facts. If you are struggling as a team use the seniors and your teacher as a resource. These will be first drafts.

\_\_\_\_\_ 5pts  
Name of who is responsible

**Evidence: Pitch and Problems draft → Shared in Google Docs**

\_\_\_\_\_ 5pts  
Name of who is responsible

**Evidence: Target Market draft → Shared in Google Docs**

\_\_\_\_\_ 15pts  
Name of who is responsible

**Evidence: Market Analysis draft → Shared in Google Docs**