

# Marketing Department

## Bimonthly Tasks for October 3-4

60 pts - Each department leader needs to show evidence of completion on or before November 1st. 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

### Task 1: Department & Leadership Meeting:

Assigned to Vice President

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks. Fill in task sheet with names. Turn in a copy to the Chief Officers and teacher as soon as possible. Complete weekly work point evaluations each Friday which have been sent to you by Human Resources.

**5pts Evidence: Complete and turn into the Chief Officers & Teacher**

### Task 2. Business Plan Department Sections

Assigned to Vice President

You will be reading and reviewing the marketing sections of business plans of the eight national finalist teams. The plans are available on-line or in a printed format (see Mr Elway for printed version). After you read and reviewed the financial sections of the business plans. Open the **2019-20 Written Business Plan Rubric** found in the HUB → Competition and Events → Competition Rubrics → 2019-20 Business Plan Rubric - Written. The chief officers show have shared Google doc with you. Obtain the Action Plan from your teacher for the business plan. This is a checklist for the business plan. Update and revise the original business plan marketing sections listed below. The Vice president should review these sections before final submission to the chief officers and the business plan

**10pts Evidence 2.1: External Environment:**

Assigned to \_\_\_\_\_

**10pts Evidence 2.2: Marketing Plan:**

Assigned to \_\_\_\_\_

### Task 3. Junior Company Mentorship:

Assigned to all team members

Multiple times each week, check in with junior Vice President of Marketing to see how they are doing with their tasks and answer any questions they have concerning their October 3-4 series of tasks. This mentorship will continue throughout the first semester. They will be grading you on your helpfulness and involvement. Those grades will be reported to your teacher to be added to your grades.

**5pts Evidence 3.1: Signed by junior Vice President** \_\_\_\_\_ October week 3

**5pts Evidence 3.2: Signed by junior Vice President** \_\_\_\_\_ October week 4

### Task 4. email Marketing:

Review the **Calendar of Campaigns** that included detailed theme plans, release date and who will be responsible to complete the campaigns. Add those dates and details to the company Google Calendar. Send out your mid-October marketing campaign and include a copy to your teacher as evidence. Send the draft of the Early December campaign to your teacher for review.

**5pts Evidence 4.1: Calendar of Campaigns add to Google calendar**

Assigned to \_\_\_\_\_

**5pts Evidence 4.2: Launch of Mid-October Marketing Campaign:**

Assigned to \_\_\_\_\_

**10pts Evidence 4.3: Draft of Early- December Marketing Campaign:**

Assigned to \_\_\_\_\_

### Task 5: Marketing at the Exhibitions:

Assigned to \_\_\_\_\_

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 three trade shows (November 11, December 6 and January 15-16). 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. Print the list for teacher approval and submission for purchase with Mr. Gersten.

**5pts Evidence: List of props and promotional items to be purchased**