

Marketing Department

Company _____

Bimonthly Tasks for October 2-4

60 pts - Each department leader needs to show evidence of completion on or before October 25th. 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. Assign the below tasks to team members so that you can complete all tasks by the deadline.

Task 1: Department & Leadership Meeting:

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 the weekly work performance evaluation for your associates sent to you by your HR department.

5pts Evidence: Complete and turn into the Chief Officers & Teacher: Vice President responsible

Task 2. Business Plan Presentation

Assigned to Vice President

Together with the chief officers, review the company presentations of all eight of the top teams in last year's national finals. They can be found in the Hub - Curriculum - Competition & Events - Competition Rubrics - 2019 National Business Plan Competition – Top 8 Presentations. Watch each of the presentations focused on the marketing section of the presentation and write a reflection of each and what you liked about the presentation and can add to your presentation. You will be working with the chief officers in the next tasks sheets to create the Business Plan presentation. Turn in the reflections to the video to Canvas.

10pts Evidence: Presentations Marketing Reflections:

Task 3. Marketing Survey Data Graphs

Assigned to _____

After reviewing the marketing data you gathered from your survey, choose the most relevant information and create graphs to visually show this data. These graphs should be added to your marketing plan and business plan. Submit the graphs as PDFs to Canvas and save a copy in the marketing folder on the drive for later use in the marketing plan.

10pts Evidence: Data Graphs: Submit in Canvas as PDF

Task 4. email Marketing:

Review the company Google calendar to review what special event or holiday happens each month and decide on which special days to target for your marketing campaigns. For example; November has Election Day, Veterans Day, Thanksgiving, Black Friday and Cyber Monday. Each could be a campaign, but you need to determine which ones you want to focus on. You will be developing marketing campaign plans for Mid-October, Mid-November, Early December, Late-December and Early January. Use the themes of those months/holidays to market the company as we approach the state conference in mid-January. Submit your **Calendar of Campaigns** that included detailed theme plans, release date and who will be responsible to complete the campaigns. **submit all evidence to teacher in Canvas or email.**

5pts Evidence: Calendar of Campaigns: submit to teacher in Canvas Assigned to _____

10pts Evidence: Draft of Mid-October Marketing Campaigns: Assigned to _____

10pts Evidence: Draft of Mid-November Marketing Campaign: Assigned to _____

Task 5. Junior Company Mentorship:

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 2-4 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: Signed by junior Vice President _____ October week 1

5pts Evidence: Signed by junior Vice President _____ October week 2