

Marketing Department

Bimonthly Tasks for September Weeks 3-4

30 pts - Each department leader needs to show evidence of completion on or before September 27th. 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. Marketing Survey Data Collection

Review the survey results and write a comprehensive one page report that includes the following: One paragraph on the basic facts about the survey, the number of participants and demographic information. One paragraph on what you learned from the survey and the last paragraph on what changes you plan on making from the results of the survey.

10pts Evidence: Written Marketing Survey Report: Submit in Canvas

_____ is assigned to this Task

Task 2. Junior Company Mentorship:

Multiple times each week, check in with junior marketing department to see how they are doing with their workload and answer any questions they have concerning their 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_____ September week 4

Task 3. October e-Mail Marketing Campaign

Now that you have selected an e-mail marketing platform to use this year. You will be sending out two marketing campaigns each month. One at the beginning of the month and one in the middle of the month. The goal is to drive customers to the company website to boost sales. Prepare the Early October email marketing campaign. Any print a copy for your teacher to review. Communications will be sending you customer contact information so you can add those emails to you distribution group for the email marketing campaigns.

5pts Evidence: October Campaign Draft : Submit a printed copy with a Task verification Form

_____ is assigned to this Task

5pts Evidence: Send out Early October Campaign: make sure the teacher is on the mailing list

_____ is assigned to this Task

Task 4. Researching Real Companies:

Using the internet find "Look Alike" or closely related real companies in the Southern California that we can send a team to visit. Gather the contact information (address, phone numbers) and submit to your teacher

5pts Evidence: List of possible companies and contact information to visit: Submit in Canvas