

Marketing Department

Bimonthly Tasks for January Weeks 3-4

60 pts each department leaders need to show evidence of completion on or before January 31st. 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. Some time outside of the office might be required to complete the following tasks and some tasks have noted deadlines that are due for submissions on January 24th. Work points will be awarded during this task period for your employees.

Department Meeting:

Meet as a department and read aloud and discuss all tasks for the next 2 weeks. Fill in the task sheet with names and who is responsible for each task and turn in a copy of this task sheet to the teacher and chief officers as soon as possible. You will be uploading the tasks for verification to both the company Google drive in the January 3-4 Folder and Canvas.

Task 1: Digital Marketing Plan™:

Employee Responsible: _____

Visit the Trade Show Rubrics for the Los Angeles Trade Show in the portal and review the Marketing Plan competition rubric. This competition requires you to send in your marketing plan and the top 30 written plans make it to the oral final at the trade show. It is very important that you have a very comprehensive plan so review your current marketing plan. The plan is limited to 8 number pages, excluding cover sheet and table of contents and an appendix. There is a 5 point score for the overall presentation/writing of the written plan. Submissions will be scored based on the Marketing Plan (written) Rubric from the HUB. Include the Marketing Plan: Pitch/problem, target market, market analysis and marketing plan. Mix graphics along with the written information. Using InDesign, work with your teacher to develop a polished marketing plan to give your company the best chance to earn a spot in the LA. The final submission entry must be submitted by January 24th at 5:00pm.

____ **15pts Evidence 1.1:** Marketing Plan submitted for LA Competition

____ **10pts Evidence 1.2:** PDF of Marketing Plan uploaded → Canvas & Drive January 3-4

Competition Scores will be awarded later based on how well you score in the competition in LA. Gold: 20pts, Silver: 18 pts, Bronze: 15pts No award: 12 pts Point will be awarded following the event. Note any awards in ™ competitions will be added as a bonus to your department grades

Task 2: Trade Show and Department Reports:

Responsible: Vice President of Marketing

As a follow-up of the Bakersfield Trade Show, you will be meeting as a leadership team to discuss the company's performance at the state conference. Complete the **Department Report** found in the **Task Matrix** under communications. Based on your discussion in your leadership meeting, complete the top section and hold a meeting with your department and discuss the lower sections of the report. Upload a copy of the department report to Canvas for the teacher to review.

____ **10 pts Evidence:** Completed Department Report → Canvas & Drive January 3-4

Task 3: email Marketing:

Employee Responsible: _____

Throughout the spring you will begin marketing the company through email. The purpose is to get past customers to purchase from your company using the company website. Get the website login information from the digital media department and login in to start you company email marketing campaign. To complete this task you will need to create a **LIST** of all employees (and teacher) in the company. Their email addresses can be found in the company gmail account and send out a test campaign for January.

____ **15 pts Evidence:** Test Campaign Delivered → Teacher observed

Task 4: Booth Preparation:

Employee Responsible: _____

Review the competition booth comments from the last trade show and the rubric. Start planning for the trade show booth set-up. Download and print the Booth Design from the Task Matrix and complete the form. Label all parts of the design in the top view prop numbers. Make a copy of the Booth Design and give it to the Vice President of Communications. Your company will be competing in the Best Booth Competition. If you want any special prizes, buttons (we have a button machine now) giveaways they need to be ordered now. The prize wheel can be checked out on a first come first served basis.

____ **10 pts Evidence:** Completed Booth Design → Submit with Task Verification Form