

Marketing Department

Bimonthly Tasks for February Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before February 14th. 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 February 14th. Work points will be awarded during this task period for your employees.

Department Meeting:

Meet as a department and read aloud and discuss all the 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 February 1-2 Folder and Canvas.

Task 1: Marketing Plan Printing (HIGH PRIORITY)

Employee Responsible: _____

Submit the marketing plan you submitted for the competition in Los Angeles for printing with your Sandra. You will be printing eight copies to use at the competition in Los Angeles. Upload the Marketing Plan to the company drive in the folder February 1-2 as evidence. In addition, update any areas of your marketing board that need to be adjusted to that it is ready for competition on February 14th.

____ 5 pts Evidence: 8 printed copies of the Marketing Plan Teachers Signature _____

____ 5 pts Evidence: Marketing Plan uploaded → Canvas February 1-2

____ 5 pts Evidence: Marketing Board Completed → Teacher Initials _____

Task 2: Marketing Plan Practice

Competition Team for Los Angeles

Practice performing the presentation every day of the week leading up to the trade show. You will be required to present to Mrs. Manntai, your CEO and your teacher and collect their signed evaluation sheets. Use the rubric score sheets to help you refine your presentation. Submit all signed scoresheets to your CEO for verification.

____ 5 pts Evidence 2.2: Practice score sheet from Mrs. Mannati

____ 5 pts Evidence 2.3: Practice score sheet from the CEO

____ 5 pts Evidence 2.2: Practice score sheet from your teacher

Task 3: Complete in Los Angeles: Marketing Plan Competition

Competition Team for Los Angeles

Your department points will be based on how well your team performs in the Los Angeles Conference. Review the competition rubric. Your points will be based on your average team score divided by 2.5 on the scoring rubric. If you place in the top 15 you will receive an extra 10 bonus points.

____ 10pts Evidence: Marketing Plan score sheets from Los Angeles.

Task 4: Complete in Los Angeles: Best Booth Competition

Marketing Department

Your department points will be based on how well your team performs in the Los Angeles Conference. Review the competition rubric. Your points will be based on your average team score divided by 2 on the scoring rubric. If you place in the top 15 you will receive an extra 10 bonus points.

____ 10pts Evidence: Booth score sheets from Los Angeles.

Task 5: WIX Email Campaign

Employee Responsible: _____

Over the next couple of months, you will be creating e-mail marketing campaigns using your company website WIX account. Creating an internal company campaign to send out to your company for February. In this campaign, you will send a Valentines themed mailing that includes one of the products your company offers and a special promotion you are running for the month, an employee of the month picture and story. Include links to take the reader to your company website and company social media sites. Send the campaign to all company employees and your teacher

____ 10pts Evidence: email campaign sent to company → Teacher observation