

Art & Publications 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: Branding Competition (HIGH PRIORITY)

Employee Responsible: _____

You will be developing the final branding competition submission for your department of the year. Redesign the branding entry for this competition to do your best to improve your performance. Review the top 10% awarded companies from the competition results in the HUB. Include three applications of company branding. Elements may include sales materials, product packaging, and use in company social media. This entry needs to be submitted by Friday, February 14th. Work with your teacher to develop the most professional branding entry as possible. You will be awarded points based on your score at the Bay Area competition on the March 1-2 tasks

____ 15pts Evidence: Draft of Branding

Teacher Initials _____

____ 2.5pts Evidence: Entry Submitted

Teacher Initials _____

____ 2.5pts Evidence: Submission upload → Canvas February 1-2

Task 2: Impact Marketing Competition (HIGH PRIORITY)

Employee Responsible: _____

Your points will be based on how well you score in the LA conference. Decide if you want to use one of the previous impact marketing boards from this year or submit a new billboard for printing to Sandra by Friday 2/7. Your point for this task will come from the average score you receive at the Los Angeles Conference.

____ 15 pts Evidence: Impact Marketing Competition score from LA trade Show

Task 3: Trade Show Sales Promotion

Employee Responsible: _____

Assign a team member to work with the sales department and help them design sales promotion specials for the trade show. These promotions will be displayed in the trade show booth as a special purchase only at the trade show. Print these for the booth and submit to Canvas for grading

____ 15pts Evidence: 3 promotions submitted as PDF → Canvas February 1-2

Task 4: Personal Business Cards

Employee Responsible: _____

Print one sheet for each employee that is presenting in Live Competitions at the trade show (Elevator Pitch and Marketing Plan). Once cards are printed give them to the competitors for the trade show. Add new employees and make sure we include their personal email on their cards. Check pouches from the last trade show to make the employee needs business cards, if they still have some 3-5 then you do not need to make the cards for them

____ 5 pts Evidence: Completed Cards

Teacher Initials _____

Task 5: Award Certificates

Employee Responsible: _____

Assign a team member to design a VEI certificate for awards the national online competition. If your company has won awards make the certificates and print them for display in the office. If not keep the certificate on file so you can make the certificate in the event you place in a competition.

____ 5pts Evidence: Certificates submitted as PDF's → Canvas February 1-2