

Marketing Department

Bimonthly Tasks for September

MD Task 1: Department Meeting and Assigning Tasks - 5pts

Responsibility: All Team Members

Meet as a department and go over the tasks found in Trello for the September task period. Divide up the work by adding members to the tasks card so everyone knows who will be responsible for that task over the task period. Everyone in the department can earn 50 points for this series of tasks and everyone will receive the same task points based on the number of tasks completed by the team. Each task needs evidence of completion which is found at the bottom of the task instructions. All tasks are due on or before October 5th unless noted in the task. Tasks completed early can be turned in and verified at any time. It is the responsibility of the department leader to make sure that all tasks are done. When all tasks have been assigned, move the card to Working ON. When any task has been completed, the leader should move it to the Chairman of the Board (your teacher) for final verification and awarding of points.

5pts Evidence: Tasks Assigned → Teacher Observation

MD Task 2: Hiring Process & Department Placement - 5pts

Responsibility: Vice President of Marketing

You will be holding interviews to fill positions for your department team. Coordinate with the Vice President of Human Resources when you would like to schedule the interviews. During this process, you will record your applicants in sequential order based on the preference of hiring. Following all the interviews the leadership team will meet and place employees. The company roster will be submitted by the VP of HR.

5pts Evidence: Interviews completed team selected → Submitted by Vice President of HR

[Curriculum / Human Resources / Human Resources Task 1 Interview and Place Job Applicants](#)

MD Task 3. Leadership Conference - 5pts

The Vice President should be attending the student leadership/training conference in your region. Obtain your name badge from the CEO, dress for success, and bring your Chromebook/Laptop to the event. Each attendee will submit in the next task period a 1-page 3-paragraph summary of what sessions you attended, things you learned from the conference, and what things you were hoping to have learned but did not.

5pts Evidence: Attend Conference → Teacher Observation

MD Task 4: Company Product Categories - 15pts

Responsibility: All Team Members

As a department, you will be creating a list of categories for the company product line (things regarded as having particular shared characteristics ex. casual shoes, sunglasses, or desserts) and later you will fill the products (an article or substance that is manufactured or refined for sale - ex. Vans ComfyCush Old Skool, Ray-Ban Wayfarer sunglasses, Cheesecake Factory Cheesecake) you think the company should sell in each category. (1) Download a copy of the ProductCategory file (link found at the bottom) and share the file with the department team. Have each member of the department search the internet for companies that sell products similar to what you will be selling. On the shared Document, record the categories of products each member thinks the company should be offering on its website. [see the Category Example tab at the bottom so you know what is expected]. (2) Meet as a department and talk about the suggestions to make sure everyone is in agreement with the suggestions. (3) Schedule a meeting that includes the Sales departments (which are also working on this task), chief officers, and your teacher to review the suggestions. As a group, decide on the final categories the company will offer and the products that will be sold by the company.

5pts Evidence: Department Product Category File → Attached or Linked to the Trello Card

10pts Evidence: Final Product Categories → Submitted by the VP of Sales

[Curriculum / Marketing / Marketing Task 1 Write a Product/Service Description](#)

Product Category

<https://docs.google.com/spreadsheets/d/1z14XflzRN5lmxnxlVTjZvufySWpJ4HaQOAwF6C-GXj8/copy>

MD Task 5. Target Market Customer Profiles-20pts

Responsibility: All Team Members

The customers you are targeting will determine the company's strategy to market its products or services. Create a customer profile by downloading a copy of the file below and sharing it with your team. Have each team member complete at least 1 profile. Complete 3 of the most common customers your company will be targeting for sales. This task will be used in the development of the marketing plan in the coming months. When finished completing the Customer profiles, attach the file to the Trello card.

Curriculum / Marketing / Marketing Task 2 *Identify and Analyze Domestic and International Target Markets*

20pts Evidence: Customer Profiles → Attached or Linked to the Trello Card

Customer Profile & Example

<https://docs.google.com/document/d/1oiBKSEXKrhc9PzFhtChOw2lBscF-9xuvUnWsnMsk6Cw/copy>