

SEPTEMBER 2022

INTEGRATED MARKETING CAMPAIGN
10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--|---------|--|----------|--------------------------------------|----------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | Choose/Finalize Competitive Event Team _____ | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | |
| | Brainstorm + Pick Product, Service, or Event _____ | | | | Product, Service, or Event Finalized | |
| | | | | | | |

OCTOBER 2022

INTEGRATED MARKETING CAMPAIGN 10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--|---------|-----------|--------------------------------|--------|----------|
| | | | | | | 1 |
| 2 | 3 Research Your Product, Service or Event BECOME THE EXPERT! | 4 | 5 | 6 Brainstorm Campaign Ideas | 7 | 8 |
| 9 | 10 Write Section II - Description of Product, Service, or Event | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 Section III + IV – Develop Objectives + Target Market of Campaign | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 Brainstorm Marketing Outlets & Activities that Fit Your Objectives | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

NOVEMBER 2022

INTEGRATED MARKETING CAMPAIGN 10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-------------------------|---|--|-------------------------------------|------------------------------------|--|--------------------------------------|
| | | 1 | 2 | 3 | 4 | 5 |
| | Write Section V – Finalize Your Activities + Schedule | | | | Write Section VI – Begin Campaign Budget | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Budget Continue | | | Finalize Budget | Section VII – Pinpoint Key Metrics | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Key Metrics Continue | | Section V – Create Samples of Marketing Pieces | | | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| | Finalize Bibliography + Appendix Format Paper | | | | | Section I Write Executive Summary |
| 27 | 28 | 29 | 30 | | | |
| Executive Summary Cont. | | Add Table of Contents + Cover Page | 1st Version of Final Paper Complete | | | |
| | | | | | | |

DECEMBER 2022

INTEGRATED MARKETING CAMPAIGN 10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------------------------------|---|-----------------------|---|--|-----------------------|-----------------------|
| | | | | 1 STUDY FOR TEST!! Have Paper Reviewed by 2 People | 2 STUDY FOR TEST!! | 3 STUDY FOR TEST!! |
| 4 STUDY FOR TEST!! | 5 STUDY FOR TEST!! Make Final Edits | 6 STUDY FOR TEST!! | 7 STUDY FOR TEST!! FINAL PAPER COMPLETE | 8 Written Event Submission | 9 | 10 |
| 11 Written Event Submission | 12 | 13 | 14 Begin Visual Aids/Presentation | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| | | | | | | |

JANUARY 2023

INTEGRATED MARKETING CAMPAIGN 10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|----------------------------|---|----------|----------------------------|----------------------------|--------|----------|
| 1 | 2 Visual Aids/Presentation Finalized | 3 | 4 PRACTICE PRESENTATION | 5 PRACTICE PRESENTATION | 6 | 7 |
| 8 PRACTICE PRESENTATION | 9 PRACTICE PRESENTATION | 10 | 11 D2 D10 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 D6 D9 | 19 D1 | 20 | 21 D3 |
| 22 | 23 | 24 D7 | 25 D11 | 26 | 27 | 28 D5 |
| 29 | 30 Begin edits on paper MAKE EDITS BASED ON JUDGE FEEDBACK/SCORES | 31 | | | | |
| | | | | | | |

FEBRUARY 2023

INTEGRATED MARKETING CAMPAIGN 10 PG PAPER & TEST

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|-----------------------------|---|------------------|-----------------------|---------------------------------------|---------------------------------|------------------|
| | | | 1 | 2 | 3 | 4 |
| | Begin edits on paper MAKE EDITS BASED ON JUDGE FEEDBACK/SCORES | | | | | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| | Finalize Paper | STUDY FOR TEST!! | STUDY FOR TEST!! | STUDY FOR TEST!! | STUDY FOR TEST!! | STUDY FOR TEST!! |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| STUDY FOR TEST!! | Written Event Submission | | | Begin edits on presentation + visuals | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| Edit presentation + visuals | | | | | Finalize presentation + visuals | |
| 26 | 27 | 28 | MARCH 1 | MARCH 2 | MARCH 3 | MARCH 4 |
| PRACTICE PRESENTATION | PRACTICE PRESENTATION | | PRACTICE PRESENTATION | | PRACTICE PRESENTATION | |
| MARCH 5 | MARCH 6 | MARCH 7 | MARCH 8 | MARCH 9 | MARCH 10 | MARCH 11 |
| PRACTICE PRESENTATION | PRACTICE PRESENTATION | | | SCDC!!!! | SCDC!!!! | SCDC!!!! |