

## Otis Spunkmeyer Cookies ASSIGNMENTS

Since the beginning of the 2007-08 school year there has been a decrease in the weekly sales of Otis Spunkmeyer cookies. In an effort to increase sales, the cookie sale day has been changed from Tuesday to Wednesday, but much still needs to be done to promote the cookies.

Your group has been assigned the task of preparing a promotional campaign that will increase cookie sales (Assignment #1). You will be creating the actual materials that will be used in the implementation of your plan. You may use the results of the in-class survey when planning the activities or you may choose to implement different activities.

Secondly, your group will be assigned a specific date to sell cookies and implement the promotional activities outlined in your proposal (Assignment #2). Your grade on this assignment will be based on how well your group carries out the activities outlined in your proposal as well as whether there is an increase in cookie sales over the previous week.

### **Assignment #1—Promotion Plan**

**Point value: 100**

#### **POSTER (20 pts.)**

This is a cookie poster that will be hung on walls around the school. It will be laminated and used for years to come. Guidelines:

- \*It must be on regular posterboard.
- \*It must be generic to Otis Spunkmeyer cookies.
- \*It must include at least 2 colors.
- \*It may include DECA information.
- \*There should not be misspelled words.
- \*All information on poster should be correct.

#### **PROMOTION PLAN WRITTEN PROPOSAL (80 pts.)**

The promotion plan written proposal must:

- be word processed, written in paragraph form, and formatted with 1" margins and 12 point font.
- be free of spelling, grammar, and punctuation errors.
- include the required information:
  - A. *The type(s) of cookies* you will sell on your appointed day. You must choose your cookies from the list provided by Mrs. Gilles.
  - B. *Detailed listing and explanation of each of the promotional activities* you will be using on your sale date. **You must include at least 3 activities.** Examples include announcements written for the daily bulletin; description of a contest you will hold; flyers; a description of a promotional t-shirt; etc. The specific examples will be included in the appendix.
  - C. *Schedule & assignments.* You must indicate when you will sell cookies on your assigned day as well as the job assignments and names of group members that will be carrying out the activities.
  - D. *Budget.* Compile a list of items needed to be purchased, as well as their costs. (This can be made in chart form.)

E. *Appendix.* This should include all promotional materials that will be used.  
Items must be computer generated or stenciled/written in an artistic manner.  
Handwritten work WILL NOT be accepted.

## Otis Cookies Promotion Plan Grading Rubric

Project Component	Points Possible	Points
<b>Earned</b>		
<b>POSTER</b>	20	_____
20	The poster met all the requirements: <ul style="list-style-type: none"> <li>▪ Was generic to Otis Spunkmeyer cookies.</li> <li>▪ Included at least 2 colors.</li> <li>▪ Was free of misspelled words.</li> <li>▪ Contained correct information.</li> </ul>	
16	The poster met 3 of the 4 requirements.	
12	The poster met 2 of the 4 requirements.	
6	The poster met 1 of the 4 requirements.	
<b>PROMOTION PLAN</b>	80	
<i>Content (30 points)</i>		
30	The plan contained: <ul style="list-style-type: none"> <li>▪ types of cookies</li> <li>▪ detailed explanation of promotional activities</li> <li>▪ sales schedule &amp; job assignments</li> <li>▪ budget</li> <li>▪ appendix</li> </ul>	
24	The plan contained 4 of the 5 required sections	
18	The plan contained 3 of the 5 required sections	
12	The plan contained 2 of the 5 required sections	
6	The plan contained 1 of the 5 required sections	
<i>Activities—Appendix (20 points)</i>		
20	The promotional activities met the requirements: <ul style="list-style-type: none"> <li>▪ computer-generated</li> <li>▪ free of grammar and punctuation mistakes</li> <li>▪ free of spelling errors</li> </ul>	
14	The promotional activities met 2 of the 3 requirements.	
8	The promotional activities met 1 of the 3 requirements.	
<i>Realism/Workability of Promotion Plan (20 points)</i>		
20	The promotion plan and activities are realistic and could be used in a real-world setting.	
16	Most of the promotion plan and activities are realistic and could be used in a real-world setting.	
12	It is questionable as to whether the plan and activities could be used in a real-world setting.	
6	The plan is not realistic.	
<i>Format &amp; Mechanics (10 points)</i>		
10	The plan met all the format and mechanics requirements:	

- word processed in paragraph form with 1” margins, and 12 point font
  - free of grammar and punctuation mistakes
  - free of spelling errors
- 7      The plan met 2 of the 3 requirements.
- 4      The plan met 1 of the 3 requirements.

**TOTAL POINTS EARNED**

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**Otis Spunkmeyer Cookies**  
**Assignment #2—Promotion Plan Implementation**  
**Point value: 100**

Your grade on this assignment will be based on how well your group carries out the activities outlined in your Promotion Plan as well as whether there was an increase in cookie sales over the previous week. In addition, each individual in the group will be evaluated on their contribution to the team project. Grades on this assignment will be recorded on the last 6-weeks of 2<sup>nd</sup> semester.

**PROJECT POINT BREAKDOWN**

**IMPLEMENTATION OF THE PROMOTION (40 pts.)**

This portion of the grade will take into consideration the following aspects of the Promotion Plan (Assignment I):

Cookies

Were the proposed cookies/products baked and sold?

Promotional Activities

Were the activities carried out as proposed?

Were written documents free of errors—punctuation, spelling, grammar?

Were the activities implemented in a timely fashion? (i.e. Were they handed out, placed on walls, etc. so that they influenced the customers to make a purchase?)

Schedule/Assignments

Did group members carry out the assignments as noted in the plan?

**SUCCESS OF THE PROMOTION (30 pts.)**

This portion of your grade will be based on whether or not sales or your assigned week increased over the sales from the previous week. The goal is to increase sales by 15% over the previous week. *For example:* If the previous week's sales were \$250, your goal is to increase sales to \$287.50 through the implementation of your promotional plan.

**ANALYSIS OF THE PROMOTIONAL PLAN (20 pts.)**

Lastly, team members will evaluate the results of the promotional plan.

**TEAMWORK (10 pts.)**

Individuals in the group will evaluate all group members on a rating scale of 1 to 10 (with 10 being the highest score), basing the score on their contribution to the group project.

**BONUS:**

10 points will be awarded to the group who makes the most profit during their sales week.

## Otis Cookies Grading Rubric Part II

Team Members \_\_\_\_\_

<b>Project Component</b>	<b>Points Possible</b>	<b>Points</b>
<b>Earned</b>		
<i>Promotion Implementation</i>	<b>40</b>	_____
40	The promotion followed the 5 guidelines: <ul style="list-style-type: none"> <li>* The proposed cookies/products were baked and sold.</li> <li>* The promotion activities were carried out as proposed.</li> <li>* The promotional documents were free of errors—punctuation, spelling, grammar.</li> <li>* The promotion activities were implemented in a timely fashion.</li> <li>* Group members implemented all activities as outlined in the</li> </ul>	
Plan.		
30	The promotion met 4 of the 5 guidelines.	
20	The promotion met 3 of the 5 guidelines.	
10	The promotion met 2 of the 5 guidelines.	
0	The promotion met less than 2 of the guidelines.	
<i>Success of the Promotion</i>	<b>30</b>	_____
20	Sales increased 15% or more over the previous week.	
16	Sales increased 10-14% over the previous week.	
12	Sales increased 5-9% over the previous week.	
6	Sales increased less than 5% over the previous week.	
0	Sales declined based on the previous week's sales.	
<i>Plan Analysis</i>	<b>20</b>	_____
20	The Promotion Plan Analysis form met the following 3 requirements: <ul style="list-style-type: none"> <li>*All questions were answered completely.</li> <li>*Answers were thorough and well-thought out.</li> <li>*The form was handed in on time.</li> </ul>	
14	The Promotion Plan Analysis form met 2 of the 3 requirements.	
8	The Promotion Plan Analysis form met 1 of the 3 requirements.	
0	The Promotional Plan Analysis form was not turned in.	
<i>Teamwork</i>	<b>10</b>	
_____		
10	The individual put forth 100% effort and completed all assigned tasks.	
7	The individual put forth effort and completed all assigned tasks.	
4	The individual put forth effort, but did not complete assigned tasks.	
2	The individual did not contribute much to the group project.	
0	The individual did not participate in the implementation of the plan.	

