Biotechnology Inc.

Marketing Division

Arlene Perez,

Marketing Director

Congratulations,

You have been hired to join the Marketing department in the promotion of new careers in the field of Biotechnologies. As your Marketing Director I would personally like to welcome you. With your vast knowledge in the field of Biotechnologies, we have partnered you with someone who also has great knowledge in the field.

You and your partner will be creating a marketing brochure for future biotechnicians trained in various fields within biotechnology. You will create a brochure based of your expert field in Biotech. This brochure will be used to draw future technicians to join our parent company, Biotechnology Inc. This brochure should be informative, fun and creative.

Thank you for joining our team. We welcome you and your service.

Sincerely,

Arlene Perez

Biotechnology Inc.

Marketing Director

**Requirements for your Brochure**

*The Brochure should include*

* The main field the biotechnologist is working in (give description)
* How Biotechnology is being utilized in that field
* Responsibilities the Biotechnician will have in that specific field
* Education/Certifications or training the technician will need to work in that area
* Explain how biotechnology has advanced that field (be specific)
* Pictures related to content in the brochure
* Any other important information, (i.e. Salary, ect.), that will draw a person to join the field
* Must be created in publisher
* Must look professional

**Timeline for Brochure**

9/2/15-9/4/15-Gather information on the brochure and have a template chosen to create the brochure. Should have information started in the brochure.

9/8/15-Rough draft of the brochure should be share with the Director of Marketing to evaluate your progress. This step is very important, It will count as a assignment grade, and will help with you turning in the assignment on time. If this is not turned in on time, you will have 10 points deducted from the assignment grade for everyday it is late. This will then reflect negatively on your final grade. Make sure that you use the rubric and the check-off guideline to make sure that all requirements have been met. This is due by midnight or it is late.

9/9/15-Fix any comments that you may have received from the Marketing Director on your brochure so that you can finish up the final draft.

9/10/15-Your brochure will be due to the Marketing Director on this day. You have till Midnight to get it done. Failure to turn it in on time will reflect on your evaluation, (grade)- If the brochure is not turned in on this date, you will have 10 points deducted for everyday it is late. This is a lab grade, which will count for 40% of your grade. The initial score calculated on the rubric must score in the 80% tile in order to receive credit for it. It your score is lower than the 80%, you will have to redo the whole brochure from the beginning. The late points will still be deducted unless it was turned in on time.

9/11/15-You will use your brochures from publisher and practice presenting it to the class. You may choose a member of the team to present or both members of the team will present. Follow the rubric to know how the presentation will be graded. This will be an Exam Grade.

9/12/15-You will receive your printed brochures and will present it to the other employees in the marketing department. This will count as an Exam Grade.

**Partner Contract**

I understand that during the duration of this project, I will be working with a partner. I will equally share the responsibilities required of me to do the best possible job with my partner in this project. I am also aware that if I am not sharing the work load required of me as a partner, my partner will have the ability to terminate the partnership. It will be up to the partner who feels the partner is not sharing the work load to prove that this is truly the case. If it is found that I am not fulfilling my partner duties, I will be removed from the partnership. I am also aware that all work done during the time of partnership will go to my partner and I will not be allowed to use any of it. I am also aware that I will still have to produce the project assignment at the time of due date, but I will have to start over with a new project.

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Steps to follow for Termination of Partner

1. Conference with Mr. Perez to discuss reasons for terminating the partnership
2. If through conference it has been determined that this partnership is terminated, I will sign the termination form. This is mandatory and Ms. Perez word is final. This needs to be done no later than 3 days before the due date of the project.