

Summary Report for Individual Task  
805B-79T-4302  
Conduct a Marketing and Advertising Event  
Status: Approved

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You have a scheduled Marketing and Advertising event. You have access to, funding, personnel support, materials and equipment, reference materials, liability waivers, institutional and local policies, and leader guidance. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Conduct a marketing and advertising event using the proper resources and meeting all regulatory guidelines. To conduct a marketing and advertising event you must comply with the following:

- a. Ensure that you are meeting the request requirements
- b. Identify the assets and resources that will be used for the event
- c. Identify potential media/promotional methods
- d. Identify potential legal documents needed (i.e. release of liability)
- e. Conduct the event

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:** None

**Notes:** None

## Performance Steps

1. Review marketing and advertising request.
  - a. Letter of Instruction (LOI).
  - b. Pre-execution guide/checklist.
  - c. Operations order (OPORD).
  - d. Other documents received.
2. Identify logistical support requirements.
  - a. Identify funding.
  - b. Identify equipment to be used.
  - c. Identify personnel needed.
  - d. Identify space and area.
  - e. Recon area as needed.
  - f. Identify travel plans as needed.
  - g. Identify potential shortfalls and alternative resources.
3. Coordinate with local state media support as required.
  - a. Contact state public affairs office.
  - b. Local newspapers.
  - c. High schools & colleges.
  - d. Utilize social media as necessary.
  - e. Radio/TV.
4. Identify specific actions to support marketing & advertising activity/event.
  - a. Allocate tasks to supporting elements.
  - b. Prepare liability release/waiver, as required.
  - c. Obtain JAG approval on liability release/waiver as required.
  - d. Prepare risk assessment and execute risk mitigation procedures.
  - e. Disseminate required actions/LOI to supporting elements, as required.

5. Prepare equipment and materials for marketing event.
  - a. PMCS equipment.
  - b. Hand receipt equipment, as necessary.
  - c. Retrieve supplies and materials, as needed.
  - d. Read equipment Standard Operating Procedures (SOP).
6. Conduct an advertising and marketing event.
  - a. Allocate funding.
  - b. Occupy space and area.
  - c. Utilize personnel.
  - d. Set up equipment/event.
  - e. Operate equipment.
7. Inspect, service, and store returned equipment, as required.
8. Conduct AAR upon completion of each event.
9. File Marketing and Advertising activity/event documentation in local file.
  - a. AAR.
  - b. LOI/MFR.
  - c. Receipts.
  - d. Waivers.
  - e. Pictures/video.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Reviewed marketing and advertising request.			
2. Identified logistical support requirements.			
3. Coordinated with local state media support, as required.			
4. Identified specific actions to support marketing & advertising activity/event.			
5. Prepared equipment and materials for marketing event.			
6. Conducted advertising and marketing event.			
7. Inspected, serviced, and stored returned equipment as required.			
8. Conducted AAR upon completion of each event.			
9. Filed Marketing and Advertising activity/event documentation in local file.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T ARNG Recruiting and Retention-SL4	Enlisted	MOS: 79T, Skill Level: SL4, ASI: V7, Duty Pos: REA, SQI: 4