



MARKETING AND COMMUNICATIONS

PROJECT FORM

GETTING STARTED

- 1) CLIENT COMPLETES PARTS 1 & 2 AND HIGHLIGHTED SECTIONS OF PART 3.
- 2) CLIENT SENDS THIS FORM (PARTS 1-3) BY RESPONDING TO "EMAIL TO PRINTING SERVICES" FOR A PRICE ESTIMATE.
- 3) PRINTING SERVICES CONTACTS THE CLIENT TO DETERMINE PRINTING NEEDS AND COSTS.
- 4) PRINTING SERVICES SENDS COMPLETED FORM (PARTS 1, 2 & 3) WITHIN 24-HOURS TO MAC AND THE CLIENT.
- 5) MAC INITIATES DESIGN TIMELINE WITH CLIENT.

YELLOW INDICATES REQUIRED FIELDS

PART 1 - PROJECT INFORMATION (COMPLETED BY CLIENT)

DATE: _____ BILLING ACCOUNT #: _____

EVENT/PROJECT: _____

PROJECT TYPE: NEW UPDATE REPRINT

CLIENT: _____ PHONE: _____

UNIT: _____ E-MAIL: _____

FINAL APPROVAL AUTHORITY: _____

REQUESTED COMPLETION DATE

(REQUESTED BY CLIENT/ FINALIZED BY MAC) _____

PROJECT TIMELINE

(COMPLETED BY MAC)

REFERENCE # _____

DATES

INITIAL MTG: _____

TO GRAPHICS: _____

OUT

BACK

MAC PROOF: _____

CLIENT PROOF #1: _____

CLIENT PROOF #2: _____

FINAL PROOF: _____

ON SERVER: _____

DELIVERY DATE: _____

DESIGNER: _____

PART 2 - PROJECT BACKGROUND (COMPLETED BY CLIENT/REVIEWED BY MAC)

HOW DOES THIS PROJECT SUPPORT THE UNIVERSITY'S STRATEGIC GOALS?

PRIORITIZE YOUR PRIMARY TARGET AUDIENCE(S): 1-HIGHEST PRIORITY

- PROSPECTIVE STUDENTS CURRENT STUDENTS FACULTY STAFF ALUMNI
 DONORS PARENTS MEDIA OTHER: _____

DESCRIBE YOUR PRIMARY AUDIENCE.

WHAT DO YOU WANT TO ACCOMPLISH THROUGH THIS MARKETING EFFORT?

- INCREASED KNOWLEDGE/AWARENESS IMPROVED REPUTATION GREATER VISIBILITY
 FIRST OF MIND RECALL BY CUSTOMERS OTHER: _____

WHAT DO YOU WANT YOUR AUDIENCE TO "DO" AS A RESULT OF THIS MARKETING EFFORT? BE VERY SPECIFIC.

WHAT IS THE MAIN MESSAGE YOU WANT TO CONVEY TO YOUR TARGET AUDIENCE(S)?

