



Marketing & Communications PROJECT REQUEST FORM

DATE

Department/ Program	Enter the name of your department or program here
What are your marketing & communication needs?	Please include a brief project description here. i.e. we need a new ad to appear in a professional journal; we need a professionally designed handout that summarizes our department's new objectives.
What are your objective(s)	What do you hope to achieve? How does this project meet your team's goals and objectives? i.e. we need
Who are we talking to?	Prospective students? UG? MBA? Current students? Parents? Alumni?
Where will these materials be distributed? (if applicable)	How and where will your target audience interact with these materials? i.e. "We need a video that will be played during open houses and new student orientations." Or "we need Isenberg branded swag to hand out at career fairs."
Is this a new or revised project?	Have you ever produced materials like this in the past? If so, did you work with an outside vendor? Who?
Creative element(s)	Do you have photos that you would like us to use? Do you need photos/videos from our library? Do you have copy that already exists? If so, please specify here or attach relevant information.
Quantity (if applicable)	How many items do you need? "We need 500 brochures" "We need 150 water bottles"
What is your budget? How is your project to be billed?	Please include speed-type or if your project requires an outside vendor, please include the contact info of person who tracks budgets on your team Please include a total budget for your project
Point Person	Please include the name of the person we should work with for this project
Target Completion Date	Please include your deadlines, i.e. "we have a recruitment event on October 15 that we need new materials for" Note: 3 months lead time may be required to allow for creative development, editing and production. Marketing & Communications will provide a timeline when we receive your project request.