



AUBURN UNIVERSITY

OFFICE OF INTERNATIONAL PROGRAMS

Marketing Project Request Form

**Note—if a section of the form does not apply to your specific request, please leave it blank or type N/A*

Date:

Client:

Project Due Date:

Budget:

Payment Method (FOAP, P-Card, etc.):

Professional Printing (Yes/No):

What is to be created?

Is there existing branding and/or other collateral associated with this project? Is it part of a larger campaign?

Why are we marketing?

Who are we talking to?

What relevant insights do we have about them? Why will they be interested? What do they already know?

What barriers do we face?

What is the goal? What is the marketing supposed to make the target feel, think or do (call to action)?

What is the focused thought that we must communicate?

What are the reasons to believe that thought?

What is the tone and visual impression? What adjectives describe the desired feeling, personality or approach?

How are you marketing this message online and on social media?

Who will review and approve this work?

How and when will success be measured?

Mandatories/Additional Considerations