MARKETING PROJECT TIMELINE

**Milestone**

**Duration (in weeks)**

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<tr>
<th>Milestone</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
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<td>Consultation</td>
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<td>Creative Development &amp; Media Planning</td>
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<td>Campaign Launch</td>
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<td>Campaign Evaluation</td>
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**Consultation**
- All Levels
  - 1–2 weeks

**Creative Development & Media Planning**
- Basic
  - 1–2 weeks
- Advanced
  - 6–8 weeks
- Comprehensive
  - 8–10 weeks

**Campaign Launch**
- Basic
  - between wks 2–4
- Advanced
  - between wks 6–8
- Comprehensive
  - between wks 10–12

**Campaign Evaluation**
- Advanced variable timeline
- Comprehensive variable timeline

**Goals**

<table>
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<tr>
<th>Duration</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>8–10 weeks</td>
<td>Comprehensive</td>
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<tr>
<td>4–6 weeks</td>
<td>Advanced</td>
</tr>
<tr>
<td>1–2 weeks</td>
<td>Basic</td>
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<td>variable timeline</td>
<td>Advanced variable timeline</td>
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**Budget**

- Program information
- Student demographics (current and prospective)
- Brochure copy and design
- UNCG Online website copy
- Campaign goals*
- Advertising messaging*
- Creative concepts*
- Media / channel selection*
- Budget management*
- Brochure approval
- Creative and copy approval*
- Media plan approval*
- CRM training**
- Automation**
- Brochure production
- UNCG Online website up-dates
- Final advertising creative*
- Final media buy*
- Promotional items production*
- CRM training**
- Automation**

**Campaign Launch**
- Campaign launch
- Prospective student follow-up**

**Campaign Evaluation**
- Campaign metrics review
- Enrollment reporting*
- Preliminary campaign reporting*
- Monitor campaign performance*
- Media adjustment (if necessary)*
- Final enrollment funnel reporting*
- Findings and best practices*

**Client**

- START

**Deliverables**

- Market research
- Data analysis
- Project Brief
- Brochure review
- Creative concept review*
- Media plan review*
- Brochure modifications
- Creative and copy modifications*
- Media plan modifications*
- Brochure production
- UNCG Online website up-dates
- Final advertising creative*
- Final media buy*
- Promotional items production*
- CRM training**
- Automation**
- Campaign launch
- Prospective student follow-up**

**August 2013**

* Advanced and Comprehensive  ** Comprehensive only