Prepared by:

Date:

## Project details

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name** | **Due Date** | **In-Market Date** | **Mar/Comm Rep** |
|  |  |  |  |

### **The Assignment**

### **Objectives / KPIs**

**Target Audience**

All of our communications and messages should support our institutional value proposition:

Virginia Tech re-imagines the roles of education and technology in every aspect of life to serve as a

force for positive change in a world without boundaries.

**Tone – Verbal (Check all that apply)**

Choosing specific personality traits of our brand to highlight will help you communicate with a consistent voice.

|  |  |
| --- | --- |
| * Inclusive * Courageous * Adaptable | * Tenacious * Earnest * Proud |

### **Tone – Visual (Mark appropriate quadrant)**

Choose the balance for your audience and communication *(edit dot placement by clicking on the image and selecting edit)*



### **Key Message**

### **Call To Action**

*A call to action should be a short, imperative statement that requests a specific action from our target audience.*

* Apply today

### **Deliverable Details**

What are the specific marketing deliverables that are needed? Please include all specifications and content needs for each item, deadlines, and any mandatory considerations.

|  |  |  |  |
| --- | --- | --- | --- |
| Deliverable | Deadline | Specs | Mandatories & Considerations |
|  |  |  |  |

****Text Needed:**

****Images Needed:**

****Links Needed:**

****Production Schedule:**

☐ Level 1 ☐ Level 2 Level 3

****Budget: n/a**

State funds ☐ VTF funds ☐ Other: \_\_\_\_\_\_\_\_\_

* Total budget: \_\_\_\_\_\_\_\_\_\_\_ ☐ Account Code/Activity Code if applicable:\_\_\_\_\_\_\_\_\_\_\_\_\_
* Budget/account approval:

****Project Stakeholders/Partner Colleague:**

* Stakeholders:
* Partner Colleague: