



# marketing project checklist

- project name \_\_\_\_\_
- project theme \_\_\_\_\_
- **final deadline** \_\_\_\_\_

## deadline

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## completed

- pre-project research
  - budget
  - market
  - buyers
  - competitors
  
- project mix & schedule
  - determine all project pieces
  - set launch calendar
  
- concept & design
  - finalize project concept
  - review designs
  
- proofing
  - brand compliance
  - spelling and grammar
  - graphic resolution
  
- submit to provider
  - printer, media, website, etc.
  
- launch per calendar
  
- project debrief