**Marketing Project Request
Template**

Fill out this form to ensure that your marketing project is well-planned, aligns with marketing objectives, and is set up for successful execution and evaluation.

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| **PROJECT TITLE** |  |
| **REQUESTOR INFORMATION** |  |
| **PROJECT DESCRIPTION** |  |
| **BACKGROUND / JUSTIFICATION** |  |
| **TARGET AUDIENCE** |  |
| **COMPETITIVE ANALYSIS** |  |
| **MARKETING GOALS** |  |
| **KEY MESSAGES** |  |
| **STRATEGIES AND TACTICS** |  |
| **MARKETING CHANNELS** |  |
| **TIMELINE** |  |
| **BUDGET BREAKDOWN** |  |
| **RESOURCE ALLOCATION** |  |
| **RISK ASSESSMENT** |  |
| **APPROVAL PROCESS** |  |
| **MEASUREMENT AND EVALUATION** |  |
| **ADDITIONAL DOCUMENTS / ATTACHMENTS** |  |
| **COMMENTS / NOTES** |  |

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