



TEXAS TECH UNIVERSITY  
**HEALTH SCIENCES CENTER**  
 Communications *and* Marketing™

PROJECT PLANNING FORM

PROJECT TITLE _____	SUBMITTED DATE _____	DATE OF MARKETING MEETING _____
CONTACT PERSON _____	PHONE NUMBER _____	PROJECT DEADLINE _____
OTHERS WHO WILL BE ASKED TO REVIEW/PROOF/APPROVE THIS PROJECT _____	PERSON WITH FINAL AUTHORITY TO SIGN OFF _____	

BRIEFLY DESCRIBE THE OBJECTIVES OF THIS PUBLICATION

Intended Audience (check all that apply)

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Prospective Students | <input type="checkbox"/> Current Students   | <input type="checkbox"/> Parents        | <input type="checkbox"/> Alumni             |
| <input type="checkbox"/> Donors               | <input type="checkbox"/> Prospective Donors | <input type="checkbox"/> General Public | <input type="checkbox"/> Business Community |
| <input type="checkbox"/> Staff                | <input type="checkbox"/> Faculty            | <input type="checkbox"/> Other _____    |   |

What are the key points you want to tell your audience(s)? What are the messages?

List words that describe the overall tone

• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

How will you judge the effectiveness?

- Increase in inquiries
- Increase attendance
- Increase media coverage
- Other \_\_\_\_\_

Will this publication require new photographs to be taken?

- Yes  No  Unsure

Is the publication/project to be mailed?

- Yes  No  Unsure

*(If yes, you will need to consider either envelopes or making this a self-mailer as part of the overall project and your budget.)*

Have you established a budget for this publication?

*(If yes, provide copy in both electronic and hard copy.)*

Final cost not to exceed: \$ \_\_\_\_\_

Account Number to be charged: \_\_\_\_\_

What is the quantity you need to have printed: \_\_\_\_\_

**To give you a sense of “start to finish,” please look at this project scenario and timeline for major publications:**

Fill out “University Communications Project Form.”

*(either download or request from C&M)*

- Contact C&M for a project review meeting.
- After the marketing meeting, copy is required. Copy can be provided by the department, or written by C&M. How extensive copy is, and whether it is for a new or revised project, determines the time required. *(estimate 1-2 weeks after the marketing meeting with C&M)*
- Copy edits and back to department. *(1-2 weeks)*
- Design work begins, after copy is completed. *(estimate 1-3 weeks)*
- Photography, if necessary. *(part of the design timeline)*
- Edits *(1-2 weeks)*
- Final Proof
- Printing *(2 weeks)*

**Project Scenario: 7-13 weeks**