MARKETING PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Duration (in weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultation</td>
<td>All Levels</td>
</tr>
<tr>
<td>Creative Development &amp; Media Planning</td>
<td>Basic</td>
</tr>
<tr>
<td>Campaign Launch</td>
<td>Advanced</td>
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<tr>
<td>Campaign Evaluation</td>
<td>Advanced</td>
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**Goals**
- Market research
- Data analysis
- Project Brief

**Budget**
- Program information
- Student demographics (current and prospective)

**Program information**
- Brochure copy and design
- UNCG Online website copy
- Campaign goals*
- Advertising messaging*
- Creative concepts*
- Media / channel selection*
- Budget management*

**Creative concept review**
- Media plan review*
- Creative and copy approval*
- Media plan approval*
- Brochure approval

**Media plan review**
- Brochure modifications
- Creative and copy modifications*
- Media plan modifications*

**Brochure review**
- Brochure production
- UNCG Online website updates
- Final advertising creative*
- Final media buy*
- Promotional items production*

**Brochure approval**
- CRM training**
- Automation**

**Creative Development & Media Planning**
- Brochure review
- Creative concept review*
- Media plan review*
- Brochure approval
- Creative and copy approval*
- Media plan approval*

**CRM training**
- CRM training**
- Automation**

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

**Campaign Evaluation**
- Campaign metrics review
- Enrollment reporting*

**Consultation**
- Preparation

**Deliverables**

START

FINISH

* Advanced and Comprehensive
** Comprehensive only

Jaap-Jan van Duin
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