

# PROJECT BRIEF

LINDENWOOD UNIVERSITY

MARKETING AND COMMUNICATIONS

PROJECT'S FINAL DUE DATE \_\_\_\_\_

PROJECT NAME

PROJECT OVERVIEW

GOALS

TARGET AUDIENCE

COMMUNICATION MESSAGE

VOICE AND TONE

COMPETITIVE ANALYSIS (WEBSITES)

## KEY DATES AND TIMELINES

## DELIVERABLES (SUPPORTED MATERIALS)

## NEXT STEPS AND TEAM INFORMATION