

Example Project Brief

Project Stakeholder: Four Athens

Summary: As Four Athens looks to find a sustainable model to generate revenue, one idea is selling branded merchandise. This project will explore adding an online store selling a limited number of items and a marketing campaign to drive traffic.

Key Performance Indicator Goals: Number of units sold, revenue generated, revenue from campaign

Primary Contact: Jordan Burke, Executive Director - jordan@fourathens.com

Deliverables:

1. 3 products to sell
2. E-commerce site set up to sell merchandise
3. Marketing campaign launched to support e-commerce site

Team makeup:

- Product Manager: MPA, focus in non-profit management
- Design/Art major
- Marketing/Advertising major
- Computer Science/New Media Institute student

Commitments:

- Weekly meeting with project team
- Access to resources necessary for project completion