Group 2 Project Charter

MAR 3700 Digital Marketing

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The purpose of our group project is to satisfy our client, Florida Council on Economic Education, by taking on their digital marketing efforts. The main goal for our group is to work together and accomplish set goals as a team. Additionally, we have a goal to learn about Florida Council on Economic Education’s operations. Finally, our goal is to satisfy our client and earn an A on our project.

Our process for completing this project will have to be flexible, due to everyone’s differing schedules. However, everyone will take on project tasks, or parts of tasks, and submit them for editing. We will all participate and contribute, and all ideas and suggestions share equal weight. Specific roles will not be assigned, as volunteering will happen naturally for the betterment of the group. Any group member can take on any group task. Our group goal is to stay ahead of schedule, with tasks and editing completed at least one day prior to due dates. Project due dates are as follows:

* Group Project Contract – July 2, 11:59 PM
  + Group completion by July 1, 11:59 PM
* Group Project Opportunity Draft – July 23, 11:59 PM
  + Group completion by July 22, 11:59 PM
* Final Group Project Report – July 30, 11:59 PM
  + Group completion by July 29, 11:59 PM
* Group Project Video Presentation – July 30, 11:59 PM
  + Group completion by July 29, 11:59 PM
* Peer Evaluation (Final Group Presentations) – August 6, 11:59 PM
  + Group completion by August 5, 11:59 PM

Everyone will take initiative to make sure everyone has done something to cover the project. If someone did not uphold his or her task, then we could receive a lower score than originally planned. Everyone sticks to replying as quickly as his or her schedule allows. Feedback will occur as tasks are completed and submitted to the group and/or during the editing process.

We will communicate as often as needed and present questions within the group chat. We will communicate through emailing one another, the Canvas app, or Microsoft Teams. We will share documents through Google Drive as well as the Canvas app.