



R - Responsible	Completes the deliverable or task.					
A - Accountable	Makes final decisions and signs off on task completion. Only 1 per task.					
C - Consulted	An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken.					
I - Informed	Kept up to date on decisions made.					
<i>Plant Pals Marketing & Sales Strategy</i>	Director of Product	Marketing Manager	Marketing Coordinator	Copywriter	Head of Sales	Sales Manager
PHASE 1						
Task/Deliverable						
<i>Create a marketing plan for the new service</i>	C	A	R	I	C	I
<i>Write promotional copy</i>	I	A	C	R	I	I
<i>Design marketing assets (e.g., flyers, brochures, and</i>	I	A	R	C	I	I
<i>Create a customer outreach and onboarding plan</i>	C	C	I	I	A	R
Activity Overview and Scenario Below						
Activity: Set project roles and responsibilities in a RACI chart						