

# PROJECT BRIEF

MARKETING AND COMMUNICATIONS

LINDENWOOD UNIVERSITY

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

PROJECT NAME

PROJECT OVERVIEW

GOALS

TARGET AUDIENCE

COMMUNICATION MESSAGE

VOICE AND TONE

COMPETITIVE ANALYSIS (WEBSITES)

LINDENWOOD.EDU

REAL EXPERIENCE. REAL SUCCESS.

LINDENWOOD  
UNIVERSITY

## KEY DATES AND TIMELINES

## DELIVERABLES (SUPPORTED MATERIALS)

## NEXT STEPS AND TEAM INFORMATION