New Marketing Project Request Submitted

Stage 1: Creative Brief/Project Outline (ALL)
  - All: Review Request Details
  - All: Review Process: Outline Terms and Definitions Concept (what is that)
  - Copy Delivery (what does that mean)
  - Finalizing Creative (what does that mean)
  - Marketing: Outline Process
  - All: Brainstorm
  - Marketing: Outline Project Next Steps

Stage 2: Purchase Planning (MARKETING)
  - Marketing: Identify Vendors, Request for Quotes (if applicable)
  - Marketing: Work with Stakeholder to Prepare Purchasing Paperwork for Print Pieces, and Giveaways
  - Marketing: Create Work Back Schedule
  - Marketing: Send Updated Creative Brief and/or Work Back Schedule to Stakeholder

Stage 3: Concept (STAKEHOLDERS AND MARKETING)
  - Marketing: Develop Concept
  - Marketing: Present Concept to Stakeholders
  - Stakeholder: Review Concept and Provide Feedback via Initial Concept Addendum
  - Marketing: Present Revised Concept for Review
  - Stakeholder: Review and Approve Concept via Final Concept Addendum

Stage 4: Copy (STAKEHOLDERS AND MARKETING)
  - Stakeholder: Develop Copy
  - Stakeholder: Email Final Copy to Marketing for Review
  - Marketing to Review Copy and Provide Edits
  - Marketing Sends Revised Copy to Stakeholders for Final Copy Approval

Stage 5: Layout and Proofing (MARKETING AND STAKEHOLDERS)
  - Marketing: Add Copy to Design Layout
  - Stakeholder: Email Final Layout with Copy to Stakeholders
  - Marketing to Review Copy and Provide Edits
  - Marketing Sends Revised Piece to Stakeholder for Review
  - Stakeholder Review and Send Minor Edits
  - Marketing: Review Edits and Send to Stakeholder

Stage 6: Print & Pay (MARKETING AND STAKEHOLDERS)
  - Marketing: Finalize Files and Prep for Print/Publication
  - Marketing: Send Final Files to Vendor for Print or Web for Publishing
  - Marketing: Approve Print Files with Vendor
  - Marketing: Receive Delivery of Print Materials for Final Check/Approval
  - Marketing: Deliver Materials or Notify Receiving to Delivery to Stakeholder

New Marketing Project Approved, Open Job

Schedule Kick-Off Meeting with Stakeholders and Marketing

Marketing: Close Job