

The Marketing Project Charter helps organize the project's approach and resources upfront, so that the most successful project can be delivered.

Project Name

A short 3 to 5-word title for this marketing project

Project Charter Date

Date of when the marketing project charter is written

Project Charter Author

Name of the initiator or writer of this marketing project

Background

Brief description of the situation that led to this marketing project

Project Objectives

What this marketing project is expected to accomplish

1. Increase sales and market?
2. Generate sales leads?
3. Strengthen channel partner loyalty?

Project Scope

The parameters of the marketing project

The scope of this project includes:

- Select sales territories?
- Certain product lines?
- Specific vertical markets?
- Types of sales channels?

The scope of this project does not include:

- Geographic areas?
- Types of channel partners?
- Specific product lines?
- Other market segments or audiences?

Project Approach / Methodology

How the project will be approached such as in phases

1. Discover Phase?
 - Conduct research? Learning?
 - Outcomes?
2. Development Phase?
 - Strategies?
 - Product design?
 - Program design?

Project Approach / Methodology (cont.)

- 3. Launch Phase?
 - Negotiations? Agreement?
 - Manufacturing scale up?
 - Inventory?
 - Systems implementation?
 - Launch development?

Deliverables

Tangible outcomes of the project

- A strategic plan?
- New product?
- New program?
- New system?

Schedule

High level milestones with due dates

Project Charter Approval	Due date?
Project Kick-Off	Due date?
Discovery Phase Review	Due date?
Development Phase Review	Due date?
Launch Phase Review & Approval	Due date?
Launch	Due date?

Resource Plan

Project team members and budget

Team Members

Project Leader:	Name, title, hours/week?
Project Sponsors:	Name, title, hours/week?
	Name, title, hours/week?
Core Team:	Name, title, hours/week?
	Name, title, hours/week?
	Name, title, hours/week?
	Name, title, hours/week?
	Name, title, hours/week?
Extended Team:	Name, title, hours/week?
	Name, title, hours/week?
	Name, title, hours/week?

Expenses

Total Budget:	\$000,000
Budget Category A:	\$000,000
Budget Category B:	\$000,000
Budget Category C:	\$000,000
Budget Category D:	\$000,000
Budget Category E:	\$000,000
Budget Category F:	\$000,000
Budget Category G:	\$000,000

Governance

Description of how project oversight will occur and names of the leadership team who will approve phases of the project

Project Scope Approvals

The people who approve of devoting the resources to this project and the project charter

Leader name / title

Co-Leader name / title

Stakeholder name / title

Stakeholder name / title

Stakeholder name / title

Stakeholder name / title

Stakeholder name / title