



Strategic Communications and Marketing

SERVICE REQUEST

MD 9103 • 3391 Town Point Drive • Kennesaw, GA 30144 • Phone: 470-578-6203 • Fax: 470-578-9180

REQUESTED ON: _____

REQUESTED BY:

SERVICES REQUESTED:

Design

Marketing

Web

Other _____

Name: _____

Email: _____ Phone: _____

Department _____

College: _____

Final Approval Person: _____

PROJECT NAME: _____

ESTIMATED BUDGET: _____

REQUESTED DELIVERY DATE: _____

Is this for an event? Yes No Date of Event _____ Client Meeting Required? Yes No

PROJECT INFORMATION

Objective of the Piece

What is the intended effect/outcome/perspective you desire the piece to have on the targeted audience?

Key Message(s)

What is the single most important thing that can be said to achieve the objective?

Who is your Target Audience?

Prospective Students

Parents of current students

Community Constituents

Prospective Donors

Legislative Audience

Other _____

Parents of Prospective Students

Staff

Alumni

Campus

VIPs

Current Students

Faculty

Donors

Presidential Guests

Type of Photography Use Database Photos Schedule a Photoshoot Other _____

What mood do you want the photography to evoke?