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**Marketing Plan Project Initiation Form**

*Complete this short form and send to Kate Kreiman at* [*kkrieman@emporia.edu*](mailto:kkrieman@emporia.edu) *to initiate your project.*

**Requestor Information**  
First + Last Name:   
e-Mail:   
Contact Number:

**Project Information**

What is the project:

Who is the project owner and key point of contact:

Who are key stakeholders/approvers on the project:

Who is the audience?

Key dates and important timing information:

List project goals/objectives:  
(promote an event, inform the community, promote a new academic major/program, etc)