

## CCP Advertising Group Task List

Item	Task	Assigned	Status
1	Allocate tasks	Group	Complete
2	Request NJIT CCP Support SOM NJIT Website	P.Some	Complete
3	Design faculty survey email	P.Some D.Giangreco*	Complete
4	Define creative strategy & niche	Group	Complete
5	First group review	Group	Complete
6	Print Advertisement Draft layout 1 <sup>st</sup> Intra-group review Revised layout 2 <sup>nd</sup> Intra-group review	T. Woodworth	Complete Complete Complete Complete
7	Newsletter Draft layout 1 <sup>st</sup> Intra-group review Define content Revised layout 2 <sup>nd</sup> intra-group review Revised layout 3 <sup>rd</sup> intra-group review	K. Brathwaite	Complete Complete In Progress In Progress Complete In Progress
8	Brochure Draft layout 1 <sup>st</sup> Intra-group review Revised layout 2 <sup>nd</sup> intra-group review	P.Some	Complete Complete Complete Complete
9	Website Storyboard/site plan Define links Draft site 1 <sup>st</sup> Intra-group review Revised site 2 <sup>nd</sup> intra-group review Revised site 3 <sup>rd</sup> intra-group review	D. Glassco	Complete Complete Complete Complete Complete Complete Complete In Progress
10	Coordinate content inter-group Mission statement Logo Identity statement Podcast model Product specifications Final report format	P.Some  T. Woodworth	Complete Complete Complete Complete Complete

11	Second group review	Group	Complete
12	Distribution strategy/Cost-Benefit  Newsletter Brochure Print Ad	P.Some D. Giangreco*	Complete Complete Complete
13	Usability Guidelines	T. Woodworth T. Woodworth	Complete
14	Design User Survey	P.Some D. Giangreco*	Complete
15	Inter-group media review	All	In Progress
16	Third Group Review	Group	Complete
17	Submit final report	Group	

Group

Keith Brathwaite

Debra Glassco

Paula Some

Thomas Woodworth

\* Product Development and Sales group

\*\* Core Values group