

Project Charter

1. *Project Title*
 - a. TikToks for the Western Marketing Program
2. *Purpose*
 - a. Raise awareness of careers in the Marketing field that you can achieve through programs at Western Technical College
3. *Description*
 - a.
4. *Objective*
 - a. Our Tiktok videos, to teach others on the career skills that Western Technical College's Marketing Program has November 25th under a \$0.00 budget.
5. *Success Criteria or Expected Benefits*
 - a. Finished by deadline
 - b. Tiktok: 60 total likes
 - c. Western Pages: 25 likes
6. *Funding*
 - a. \$0.00 will be needed for this project
7. *Major Deliverables*
 - a. 7 individual Tiktoks about various marketing careers
 - b. One large video of all 7 Tiktoks combined
8. *Acceptance Criteria*
 - a. Needs to be a Tiktok video, including job title, 3 job descriptions.
9. *Milestone Schedule*
 - a. Finalize video criteria October 27th
 - b. Start creating videos November 1st
 - c. First draft November 18th
 - d. Final TikTok video November 25th
 - e. Record for success until December 9th
10. *Key Assumptions*
 - a. Assuming Tiktok does not get banned

- b. Assuming everyone has a smart phone
- c. Assuming everyone has professional attire
- d. Assuming everyone can edit their videos

11. *Constraints*

- a. Following TikTok video guidelines
- b. Following Westerns Social Media Content Guidelines
- c. Being able to put all TikToks together in one video

12. *Major Risks*

- a. Not getting the views/likes we want to achieve
- b. Having a poorly edited/made video
- c. Tiktok being banned
- d. People getting picked on
- e. Offending people watching
- f. Reaching enough people