

Project Scope and Objective Statement

Project scope:

1. Customer requirements:

The TikTok video must be 60 seconds or less. Another more educational video will include the TikTok video's content plus more. In the longer video it will be a section with marketing job titles and a further in-depth job description. Not inappropriate behavior or language.

2. Statement of Work

- a. Develop a plan for how the video should be made and put together.
- b. Divide marketing jobs and titles amongst the group.
- c. Organize work so that everyone has an even role.
- d. Conduct research on different marketing careers.
- e. Individually take and edit videos.
- f. Designate someone to put the video together.
- g. Posting the videos
- h. Looking at the stats and evaluating

3. Deliverables

A video of marketing careers and a TikTok video.

4. Acceptance criteria

- a. 8+ marketing careers, titles, and duties, explained
- b. A video less than 5 mins and 60 second TikTok video

Objective Statement:

1. To increase people's understanding and awareness of the different jobs in Marketing with a budget of little to no money.