Process for Edits to Existing Copy:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit a Word document with the existing copy you would like edited.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round of revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Creating a New Brochure:

Total estimated time to completion: 20 business days

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit a Word document with the final copy. If assistance with copywriting is needed, submit request for copywriting before submitting a request to create a new brochure.
   b. All final ad copy, depending on the brochure, could include:
      i. Program Title
      ii. Program description
      iii. Program overview bullets
      iv. URL to view more information about the specific program
      v. Program credit hours and requirements
      vi. Faculty program coordinator
      vii. Faculty program
      viii. Admissions requirements
      ix. Financial support
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
   a. A discovery meeting will be scheduled by the marketing team to discuss the project in more detail.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 5	Discovery meeting held
5 – 9	First proof sent to requestor
9 – 12	First round of revisions sent to marketing team
12 – 14	Second proof sent to requestor
14 – 18	Second round of revisions sent to marketing team
18 – 20	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Creating an Email:

Total estimated time to completion: 19 business days

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit an idea of the type of copy you are looking to have. Including information on the purpose of the copy will also help the marketing team create the right type of copy.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
   a. A discovery meeting will be scheduled by the marketing team to discuss the project in more detail.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 5	Discovery meeting held
5 – 7	First proof sent to requestor
7 – 11	First round of revisions sent to marketing team
11 – 13	Second proof sent to requestor
13 – 17	Second round of revisions sent to marketing team
17 – 19	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Email Edits:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
    a. Submit a Word document with the existing email copy you would like edited.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
    a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round of revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Flyers:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit a Word document with the final copy. If assistance with copywriting is needed, submit request for copywriting before submitting a request to create a new flyer.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round of revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for New Copy:

Total estimated time to completion: 22 business days

Please note that the timeline for creating copy is contingent on the scope of the project. After the discovery meeting, the timeline for creating copy will be established.

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit an idea of the type of copy you are looking to have. Including information on the purpose of the copy will also help the marketing team create the right type of copy.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
   a. A discovery meeting will be scheduled by the marketing team to discuss the project in more detail.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature or by uploading an updated document within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 5	Discovery meeting held
5 – 10	First proof sent to requestor
10 – 14	First round of revisions sent to marketing team
14 – 16	Second proof sent to requestor
16 – 20	Second round of revisions sent to marketing team
20 – 22	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Postcards:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit a Word document with the final copy.
      i. Name of event
      ii. Date of event
      iii. Time of event
      iv. Location of event
      v. Landing page URL
      vi. Desired size
      vii. Ad copy, if necessary
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round of revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Posters:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit all final copy for your request. Requests can include:
      i. Event posters
      ii. Recruitment posters
      iii. Marketing posters
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round of revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Program Brochures:

Total estimated time to completion: 20 business days

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Submit a Word document with all final copy for the following sections:
      i. Program Title
      ii. Program description
      iii. Program overview bullets
      iv. URL to view more information about the specific program
      v. Program credit hours and requirements
      vi. Faculty program coordinator
      vii. Faculty program
      viii. Admissions requirements
      ix. Financial support, if necessary
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 9*	First proof sent to requestor
9 – 12	First round of revisions sent to marketing team
12 – 14	Second proof sent to requestor
14 – 18	Second round of revisions sent to marketing team
18 – 20	Revisions completed and final project sent to requestor

*This timeframe assumes the creation/revision of five program brochures. An additional business day is required for each program brochure beyond five. For example, six program brochures require ten business days in order for a first proof to be sent to the requester. Therefore, this timeframe adjusts the remainder of the project timeline given the total number of program brochures requested.

Process for Social Media Requests:

Total estimated time to completion: 16 business days.

1. Submit marketing request via: http://education.temple.edu/marketing/request
    a. Please include email lists if the social media request includes an ad that will target a specific population
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Your post will be scheduled within two business days of confirmation. At this time, you will receive a proof to review content.
    a. If you are scheduling a boosted post, you will also receive a proof of the ad details (demographics, spend, scheduled dates/times, etc.)
    b. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project.
2 – 4	First proof sent to requestor
4 – 8	First round revisions sent to marketing team
8 – 10	Second proof sent to requestor
10 – 14	Second round of revisions sent to marketing team
15 – 16	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Updating a Brochure:

Total estimated time to completion: 20 business days

1. Submit marketing request via: http://education.temple.edu/marketing/request
    a. Submit the previous version of the piece that you would like updated. Please provide edits in the PDF through the comment feature.
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
    a. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 9	First proof sent to requestor
9 – 12	First round of revisions sent to marketing team
12 – 14	Second proof sent to requestor
14 – 18	Second round of revisions sent to marketing team
18 – 20	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.

Process for Web Projects:

Total estimated time to completion: 20 business days

1. Submit marketing request via: http://education.temple.edu/marketing/request
   a. Please be sure to submit what your goal of the web project is. This could include:
      i. New photo banner
      ii. Layout update
      iii. Review of page
      iv. Content edits
2. A confirmation email will be sent within two business days verifying receipt of your request. Confirmation will be provided as to when work will begin on your project. Additional information will be requested via email if needed.
   a. A discovery meeting will be scheduled by the marketing team to discuss the project in more detail.
3. Once work on your project is complete, you will receive an email with a link where you can review the completed project.
   a. Instead of updating the website in real time, it's best for us to provide you a proof before making updates.
   b. If this is your first request, you will receive an invitation to create a collaborator account with Wrike, our project management system.
4. Submit edits on Wrike using the comment feature within four business days of receiving your project.
5. Revisions will be made within two business days of receiving your edits.
6. Once edits are complete, you will receive an email confirmation via Wrike letting you know you can review the revised project.
7. Submit final edits on Wrike using the comment feature within four business days of receiving your project.
8. Final revisions will be made within two business days.
9. Once edits are complete, you will receive an email via Wrike letting you know the final project is ready for you.

Estimated Project Timeline*:

Business Days	Project Status
0	Project is submitted
1 – 2	Project request receipt sent to requester including confirmation as to when work will begin on the project. Discovery meeting scheduled.
2 – 5	Discovery meeting held
5 – 9	First proof sent to requestor
9 – 12	First round of revisions sent to marketing team
12 – 14	Second proof sent to requestor
14 – 18	Second round of revisions sent to marketing team
18 – 20	Revisions completed and final project sent to requestor

*Project timeline is contingent on the due date of the requested project.