



Duke University School of Nursing

Marketing and Communications

Job Request Form

Section 1: General (required)

Project Title: _____

Client Name: _____

Client Phone Number: _____

Alternate Contact: _____

Today's Date: _____

Date Needed: _____

Select One:

Clearly Defined Objective Need Suggestions/Ideas Other _____

Section 2: Questionnaire Brief (fill this in to help us better understand your needs)

Describe your audience _____

What is your objective? _____

What do you want your audience to feel or think? _____

What do you want your audience to do? _____

What strategic objective does this align with? _____

Is this a grant-funded project? _____

Other information/special instructions: _____

Section 3: Services Needed (check all that apply)

Print Items

- Ad
- Brochure
- Flyer
- Postcard

Web Items

- Banner
- Email
- Graphic
- Web page
- Social Media

Misc

- News Release
- Video
- PPT
- Digital Signage