

Project Proposal Assignment Description (due by 4 pm Tuesday, Dec 10 via the iLearn portal)

The assignment is to produce a short project proposal, a minimum of 4 pages in length, single spaced throughout all narrative sections, that's business-appropriate and related to your chosen area of professional focus at the college. You may choose the specific proposal type and use readily available proposal templates and models to construct your proposal structure, but the writing itself must be your own and all relevant data and support researched and attributed using APA style guides. Appendices of tables, imagery, a reference list, etc. should be included in the proposal packet but are not counted as part of the 4 pages of narrative description spread throughout your proposal. Cover pages, tables of contents, cover letter, and a project proposal abstract should also be included in the proposal packet but are again not included in the 4-page text requirement. Below is a list of some of the key features and components you should be covering in your proposal to varying degree as they each relate to your specific proposal type. Proposals should be submitted as .doc or .docx file types; appendices may be submitted separately in file types relevant to each type of document.

Overview / Summary Description: Describes and analyzes issue and market clearly and thoroughly; chooses objectives that are most relevant and states them clearly; mission statement is very well stated and complete

Purpose and Objectives: States a specific and coherent project challenge

Introduction & Literature Review (*if applicable*): Provides a clear and thorough introduction to project background and history relative to market

Justification: Presents rationale and significance of proposed work in the form of a well structured, logical argument

Argument Structure: Provides strong, clear, convincing conclusions why the proposed method should be used and evidence, i.e. relevant examples to support the conclusions

Methodology: Provides a clear explanation of proposed methods and approaches

Strategic Plan: Strategic plan is complete and clearly stated, including all of the following: value chain, target segment(s) and market, design offer, distribution plan and communication plans

Feasibility: Provides clear consideration of resource availability, appropriate timelines for conducting project, sustainability and projected success of project initiatives

Financial Information: Presents detailed, realistic, and appropriate financial information including a budget and forecasts of costs and revenues

Plan Evaluation: Identifies key performance metrics to measure success and effectiveness of project in a clear and comprehensive manner

Documentation and support: Resources used to prepare proposal are effectively used and clearly attributed using APA style guides

Writing & Proofreading: Writing demonstrates a sophisticated clarity, conciseness, and correctness and obvious evidence of careful proofreading to eliminate all errors in style, grammar and usage