

## Project Proposal Assignment Description

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 (group's) chosen area of professional focus at the college. You will choose the specific proposal type (e.g. internal or external; sales, grant, RFP, etc.) and use readily available (on our GregTeach course page and through your own Web research) 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. In addition to your proposal narrative, your proposal should include one of the following on top of the proposal body: cover letter, letter of Interest or letter of introduction, or a proposal abstract. 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 sheets, tables of contents and reference lists should be included in the proposal packet but are not included in the minimum 4-page text requirement.

Below is a list of some of the key features and components you should be addressing and creating for your proposal - to varying degree as they each relate to your specific proposal type. Proposals should be submitted as doc/docx files only; appendices may be submitted separately in file types relevant to each type of document, or converted to doc/docx.

**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