DIGITAL MARKETING SCOPE OF WORK TEMPLATE

PRODUCT NO.	DATE SUBMITTED
PRODUCT OBJECTIVES	

STEP 1. Product Requirements

DELIVERABLE NO.	DESCRIPTION

STEP 2. List of Product Tasks

List all product tasks to be completed, based on the deliverables listed in the previous section. Do not list dates. Add more rows as necessary.

Alternatively, you can attach your work breakdown structure (WBS) to the scope statement.

Work breakdown structure (WBS) attac	ed NC	YES	
Provide link, if applicable.			

TASK NO.	DESCRIPTION	FOR DELIVERABLE NO ENTER TASK #

STEP 3. Out of Scope

This product will		
This product will		
NOT a commission		
NOT accomplish		
or include the		
or include the		
following:		
ionowing.		
•		

STEP 4. Product Assumptions

NO.	ASSUMPTION

STEP 5. Product Constraints

PRODUCT START DATE	
PRODUCT LAUNCH/ GO-LIVE DATE	
PRODUCT END DATE	
LIST ANY HARD DEADLINE(S)	
LIST OTHER DATES / DESCRIPTIONS OF KEY MILESTONES	
BUDGET CONSTRAINTS	
QUALITY OR PERFORMANCE CONSTRAINTS	
EQUIPMENT / PERSONNEL CONSTRAINTS	
REGULATORY CONSTRAINTS	

STEP 6. Updated Estimates

STEP 7. Approvals

STAKEHOLDER NAME & TITLE	ROLE OF STAKEHOLDER / APPROVER	DATE SUBMITTED FOR APPROVAL	DATE APPROVAL RECEIVED

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