



## Statement of Work

Date [insert date]  
 Client [insert client's business name]  
 Job Name [insert project name]  
 Requested by [insert your client's name]  
 From [insert your name]

## Summary - Business Situation and Objectives

[provides the “why” – include an introduction, the marketing or business objectives of the project, and a very brief overview of the scope (only a sentence or two)]

[Example: Discovery Network is a leading global media and entertainment company providing original programming for Discovery Channel, TLC and Animal Planet across multiple distribution platforms. The company has extensive social media presence and is looking to increase user reach and engagement.]

## Project Scope

[include a simple description of the scope of work. Include any assumptions we need to clearly define what is, and what is not, included. Also include a list of deliverables, each with a brief description.]

This Statement of Work covers the following planned activities and deliverables by Fordham Marketing Intelligence Consulting.

Data cleaning and processing  
 Statistical analyses  
 Research design and application of appropriate methodologies that may include but are not limited to: regression analysis, trends and projections, contextual analysis and secondary research as required.  
 Reports as required by [client name]  
 Final presentation and research read-out along with all

## Schedule

[This table needs to include the major client touch points during the project. It should include the task name and completion date.]

Task	Date
Client briefing meeting with [Names____]	
Sign mutual NDA	
Complete Statement of Work	
Mid-point project update	

# Marketing Intelligence Consulting

Final Presentation	
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## Pricing

Fordham Marketing Intelligence will track all staff time for this project and submit a proforma invoice at the end of the project

Item	Price	Cost Structure
Agency fees:	None	
Bill on a blended rate of \$235 per hour		Hourly billing
Out Of Pocket fees:	None	Time and materials basis
<b>TOTAL</b>		

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## Key Assumptions

This agreement is based on the following assumptions:

[list all key assumptions that are not already mentioned in this document]

Example [The client] will provide data in a timely manner in a in a readable format

Client staff will be available during regular business hours to answer reasonable questions related to the project.

All students and faculty from Fordham will sign a mutual non-disclosure agreement with [client name].

All work product and intellectual property produced in this project will be owned by [client name].

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**Acceptance**

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

\_\_\_\_\_  
[Client name]  
Company name

\_\_\_\_\_  
[Marketing Intelligence Consulting]  
Company name

\_\_\_\_\_  
Full name

\_\_\_\_\_  
Full name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date