

Communication Plan

- Outline your solution to the Case Challenge Question: ***how should we communicate the launch of INWEGO's subscription service in the Dallas, TX market to drive the most subscribers?***
- Your plan should be a 2-3 page typed document, using Times New Roman, size 12 font. All text should be double spaced.
- Use the following headings and subheadings from the case brief to help shape your plan:

Understand the Problem

Research and Examine the Problem

Create Solution

Define the Audience

Develop the Communications Plan

Consider the Risks

Include a **Summary** of your plan.

Make sure **all** group members names are somewhere on the document.

Email the document to your instructor at RockL@fultonschools.org using your Fulton County student email account. You will need to log into portal.office.com and click out Outlook.