



Case Study: Marketing Project Management System

Client Problem

Evangelical Christian Credit Union has a marketing staff of 8 employees. The marketing department works on dozens of campaigns consisting of dozens of individual projects with dozens of tasks needed to be completed on time.

The department found it difficult to manage each campaign, project and tasks. It was also difficult to project when projects would be completed. In addition, one task might require 2 to 6 people to work on them. It was difficult for individuals to know what tasks and projects needed to be completed each day.

A web-based application needed to be created to manage the completion of each project and also needed to inform individual employees what they needed to work on each day and also see the impact of a project if deadlines are missed.

Solution

The first step was to meet with the marketing department and gain an understanding how projects and tasks were organized. Then we had to come up with procedures as to how projects would be managed. In a nutshell, the marketing department had a series of campaigns for the year, each campaign was comprised of projects and each project was comprised of tasks. A project manager was assigned to each project. The project manager was responsible for overseeing the progress of the overall project. A task manager was assigned to be responsible for each task's completion. Multiple employees could be attached to a task as needed, e.g. proofreading copy.

Start and stop dates were assigned to each task. As tasks were completed, reports would be produced showing on-time completion for auditing purposes.

Included with the project management system was an invoicing and budgeting feature. Expenditures could be added to projects to manage its cost.

Application Features

- Project Management
- Project Date Updating
- Project Budgeting
- Project Templates
- Project Auditing

Skill Components

- Coldfusion
- Flex
- CSS
- Microsoft Access

Screen Shots

The project management system is proprietary and screen shots are not able to be produced.

