

## Responsibility Assignment Matrix - RACI Chart Marketing

Project activities		People																			
		Jeff	Michael	Reto	YOU	Alex	Anna	Bill	Cindy	Felix	Fred	Hans	John	Livio	Luc	Marco	Paul	Peter	Sue	Ted	Tim
	Planning / Schedule																				
	Risk Management																				
	Quality Management																				
	Procurement																				
1	Def. launch strategy																				
2	Identifying opinion leaders																				
3	Competitors' campaigns																				
4	Identifying possible media																				
5	Def. advertising strategy																				
6	Def. direct marketing																				
7	Def. promotional tools																				
8	Radio/TV campaign																				
9	Web support mandate																				
10	"Buzz" marketing																				
11	Markets + price policy																				
12	Setting up commercial																				
13	Choosing distribution																				
14	Presenting distributor																				
15	Coordination and																				
16	Documentation																				
17	Launch																				

R – Responsible (works on), A – Accountable, C – Consulted, I – Informed, Q – Quality Reviewer