

Marketing Tasks Roles & Responsibilities

Task	Responsible	Accountable	Consult	Inform
Identify marketing objective				
Define target market - ideal reader				
Develop message-unique selling proposition (USP)				
Establish budget				
Identify marketing method				
Examples: Internet/Social media, Direct marketing,				
Ads, case studies, white papers, etc.				
Market research				
Copywriting				
Editing				
Graphic design				
Publication				

Responsible – who does what task

Accountable – business owner

Consult – subject matter expert

Inform – people who need to know status