Marketing audit scope statement

[Audit title]

Prepared by: *[Insert name]*

Date prepared: *[Insert date]*

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Background

- *Brief description of what or who initiated the audit.*
- *Statement outlining the audit need and how the audit meets these needs.*
- *Key stakeholders (either in a simple list or in the table provided).*

	Group	Priority level 1	Priority level 2
Internal	*Audit initiator*		
	Upper management		
	Audit team		
	End users		
	Groups commonly involved		
External	*Collaborators and consultant*		
	Suppliers/vendors		

Description

- *Define the business objectives (that relate to the audit).*
- *Define specific audit objectives (these should relate to the business objectives).*

Audit scope

- *Outline deliverables.*
- *Define any areas not included in the audit scope.*
- *Set completion dates for all deliverables.*
- *Outline any external dependencies (where the success of the audit depends on the work or input from other work teams, individuals or external consultants).*
- *Define change advisory contacts (persons authorised to decide if changes to the scope are permitted or required).*
- *List assumptions (these are usually considered risks and must therefore be identified in the planning stage, for example, 'funds will be available to pay for the external review by [date]', 'marketing employees will be available to work on the scheduled audit activities when required'.)*
- *Outline audit constraints.*

Audit milestones

- *List audit start date.*
- *List completion dates estimated for each stage of the audit.*
- *List audit completion date.*

Milestones	Target date
Audit commencement	dd/mm/yy
Audit completion	dd/mm/yy

Audit overview

- *Detail how you will undertake the audit.*
- *Outline audit methods and data collection tools you'll use.*
- *Outline who you will include in audit meetings, how updates on the audit will be reported and how often.*
- *List resources required (internal and external, human, financial, physical).*
- *List any known risks or issues that could potentially impact the audit.*

Quality process

- *Outline how you will quantify the required data.*
- *Determine verification processes (how you will check successful completion of audit deliverables).*
- *Define person/team for checking processes.*

Budget

- *Define anticipated costs (salaries, purchase of software, equipment, external consultation, etc.)*
- *Outline any ongoing expenses or services required.*

Audit approvals

- *List the employee responsible for approving different aspects of the audit, such as the audit budget, allocation of staff resources, scope changes, purchase of materials, etc.*
- *Include a detailed scope statement approval for the required employees to acknowledge, date and sign.*

Scope statement to be approved by: *[insert name and title]*

Scope changes to be approved by: *[insert name and title]*

Audit budget to be approved by: *[insert name and title]*

Purchases to be approved by: *[insert name and title]*

Approval statement

I certify that I have reviewed and agree with the information contained in this scope statement *[insert title of scope statement]*. I understand by signing this approval statement I am accepting this document as a formal outline of the audit to be undertaken.

Name	Signature	Position	Date