



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	<i>Audit initiator</i>		
	<i>Upper management</i>		
	<i>Audit team</i>		
	<i>End users</i>		
	<i>Groups commonly involved</i>		
External	<i>Collaborators and consultant</i>		
	<i>Suppliers/vendors</i>		

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