

opsdog

MARKETING

Commercial Banking Marketing

The OpsDog Support Group Hierarchy

- Marketing
 - Finance
 - Human Resources
 - Information Technology
 - Legal
 - Compliance
 - Corporate Services
- Programs & Campaigns
 - Commercial Banking Marketing
 - Marketing Communications
 - Marketing Research & Analytics
 - Product Management
 - Advertising
 - Public Relations

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Commercial Banking Marketing: Workflow

- A Planning & Budgeting
- B Development & Execution
- C Reporting

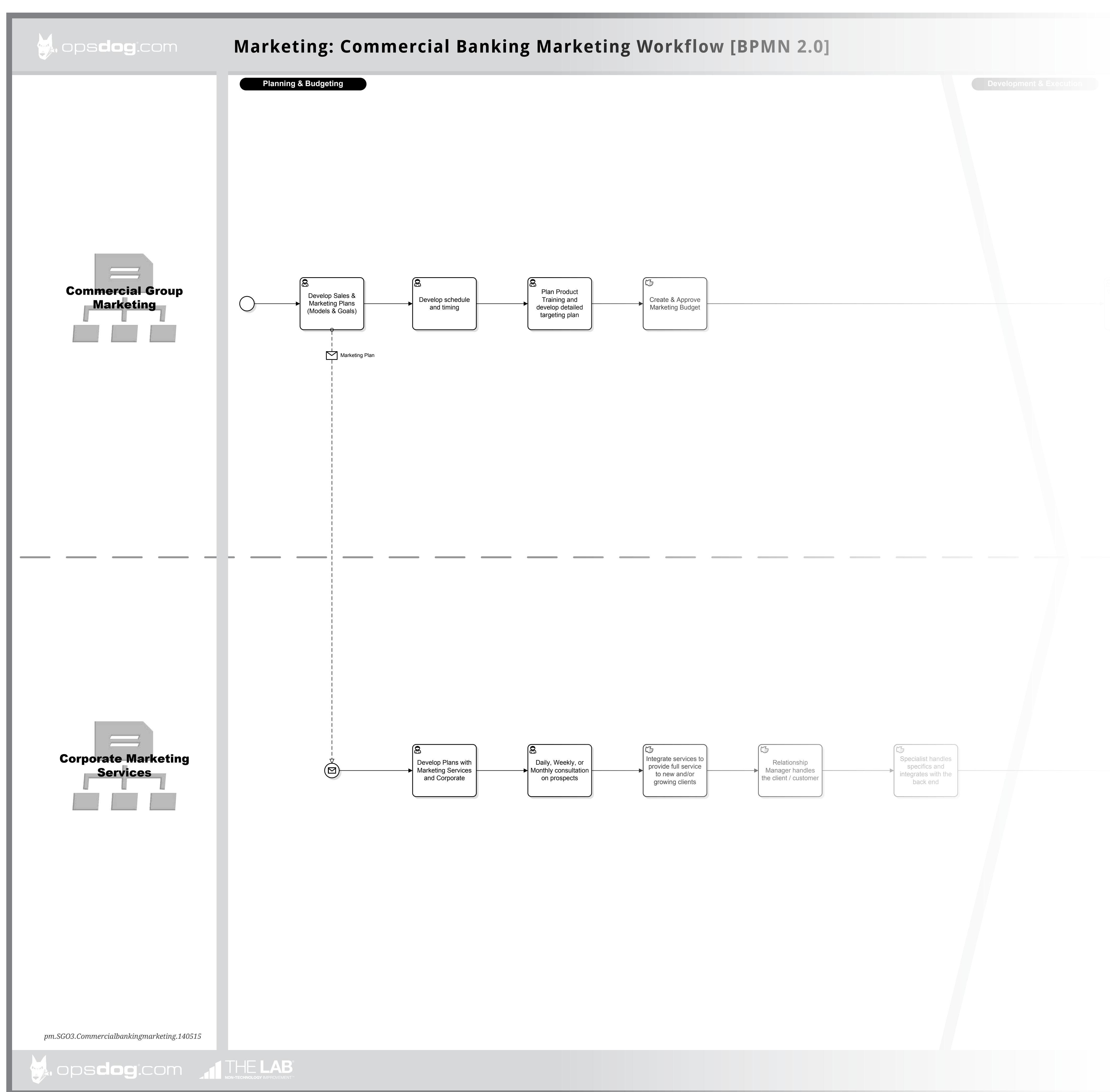
Workflow Description

The development, planning and approval of marketing campaigns (print) for commercial banking clients; includes concept creation, budgeting, approval from lines of business and campaign performance analysis.

Legend

- Sequence Flow
- Message Flow
- Task
- Decision Point
- Chevron Title
- Swimlane Title

DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT



Login to **OpsDog** to purchase the full workflow template (available in PDF, Visio, PPT)

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