

**opsdog**

**BPMN 2.0 FORMAT**

**MARKETING**

# Corporate Marketing

The OpsDog Support Group Hierarchy

- Marketing
- Finance
- Human Resources
- Information Technology
- Legal
- Compliance
- Corporate Services

- Programs & Campaigns
- Marketing Communications
  - Corporate Marketing
- Marketing Research & Analytics
- Product Management
- Advertising
- Public Relations

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**Corporate Marketing: Workflow**

- A Input
- B Concept & Production
- C Execution

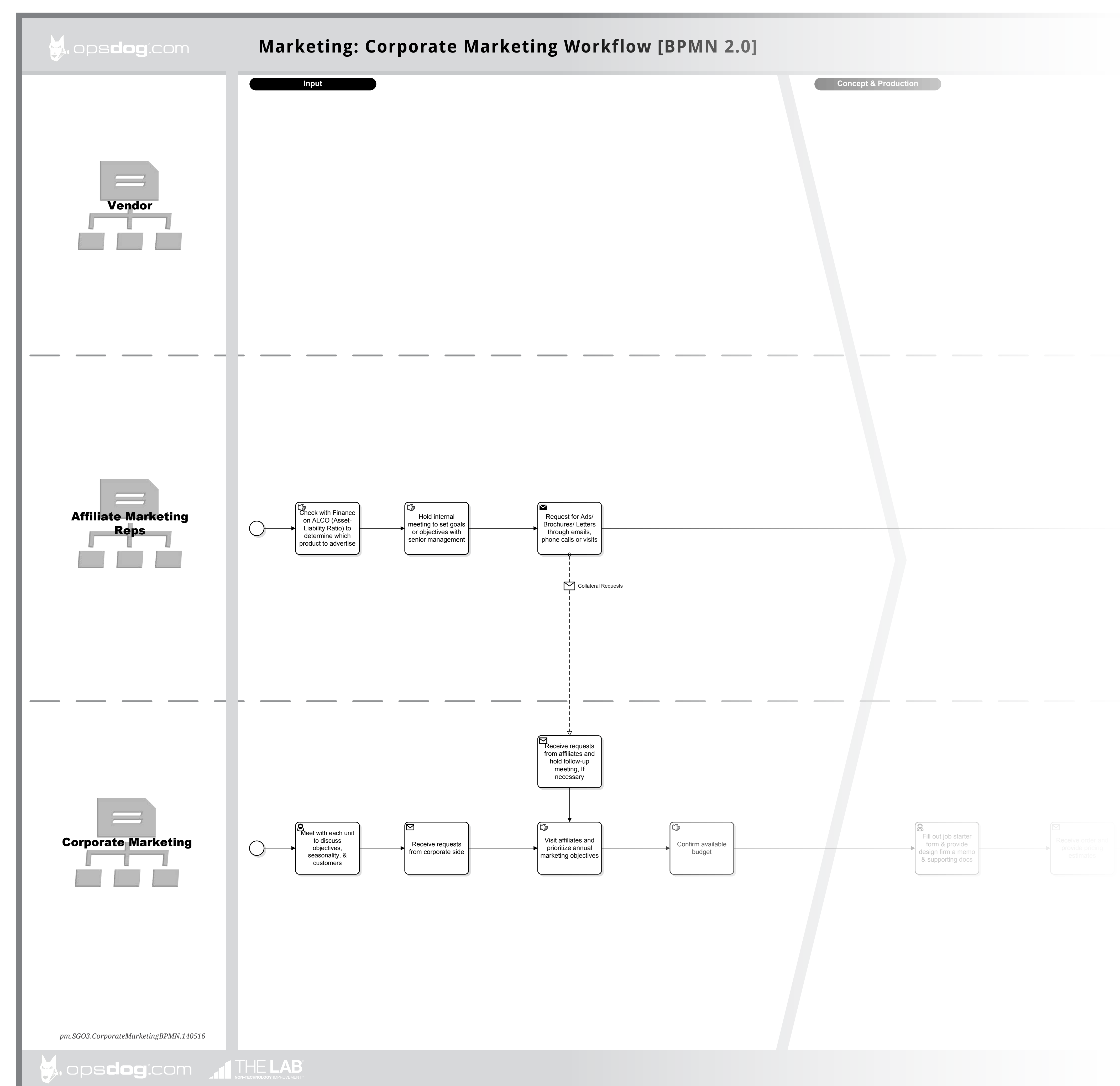
**Workflow Description**

The planning, budgeting, concept development and execution of corporate marketing programs and campaigns.

**Legend**

- Start Event
- Intermediate Event
- End Event
- Gateway
- Group
- Task
- Expanded Sub-Process
- Pool
- Sequence Flow
- Message Flow

DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT WORKFLOW



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

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