

opsdog

WORKFLOW

BPMN 2.0 FORMAT

MARKETING

Collateral Development

The OpsDog Support Group Hierarchy

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

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

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Collateral Development: Workflow

Collateral Development

Workflow Description

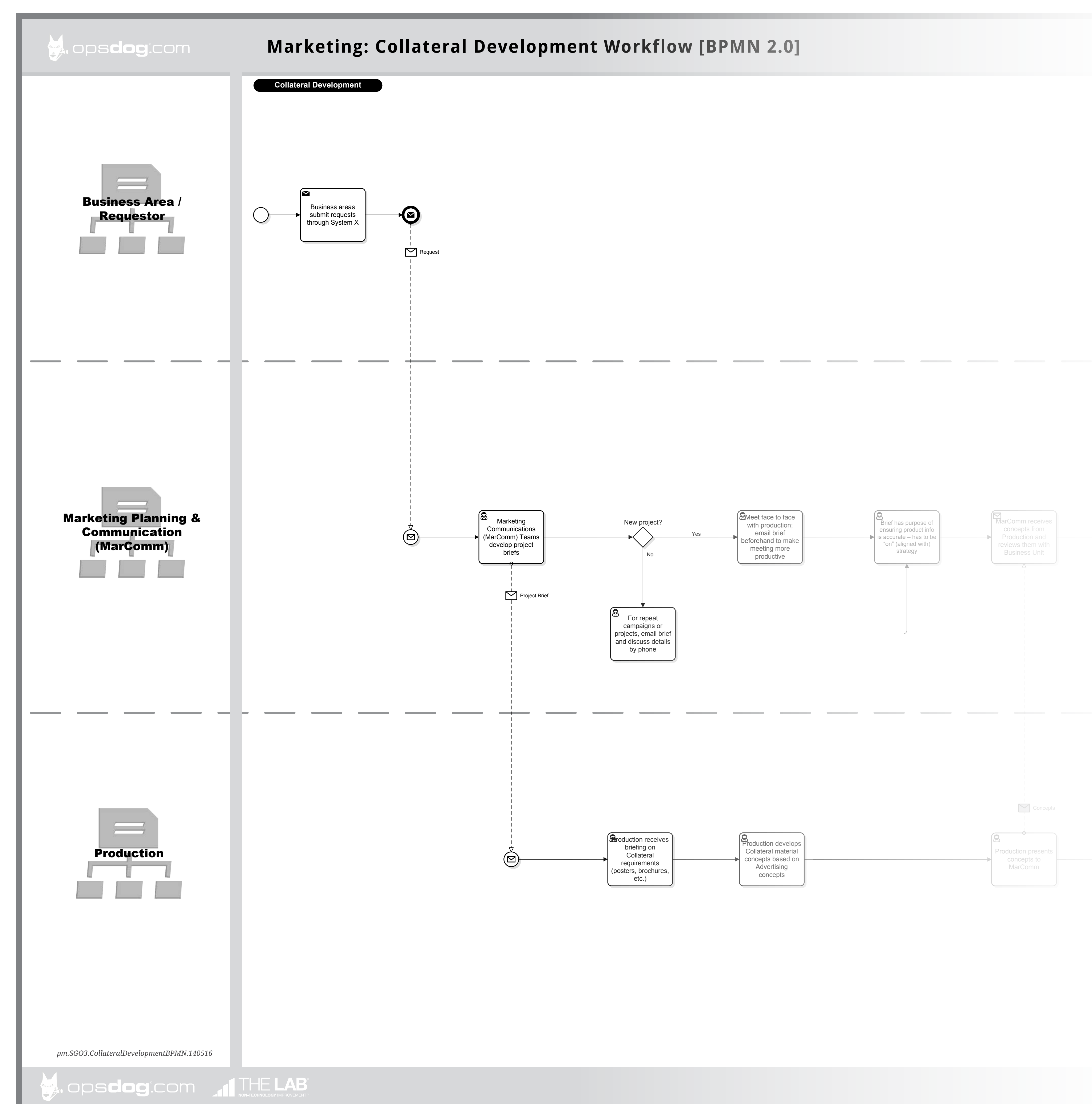
The production and generation of new marketing collateral. Includes requests from business units, marketing strategy alignment with collateral, concepting and final document layout approval/denial.

Legend

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

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