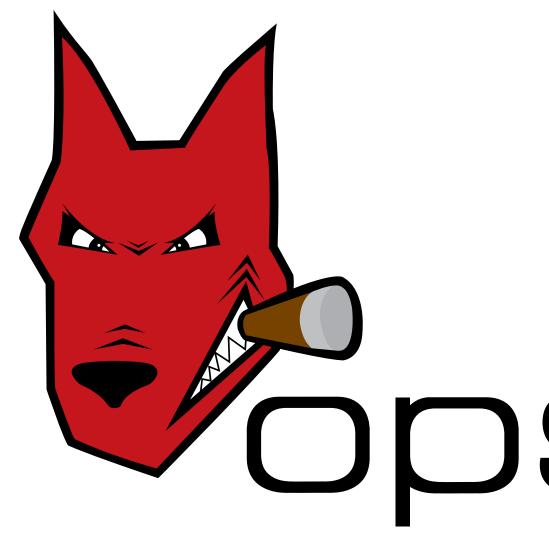
PILLE PILL 20 FORMAT	ops dog .com	Market Activity Initiation
MARKETING Large Campaigns		Plann
	Marketing Planning	Confirm object anr
The OpsDog Support Group Hierarchy		
Marketing Finance Human Information Legal Compliance Corporate Resources Technology Legal Compliance Services		
Programs & Campaigns		
Large Campaigns		
Marketing Communications		
Marketing Research & Analytics		
Product Management		
– Advertising – Public Relations		
www.OpsDog.com info@OpsDog.com Phone: 201.526.1200 www.TheLabConsulting.com Large Campaigns: Workflow	Marketing Communications	
Activity Initiation & Definition		
B Campaign Kick-Off & Planning		
C Campaign Execution		
Workflow Description The planning, definition, kickoff and subsequent analysis reporting for large-scale marketing programs and campaigns.	Research / Agency	
StartIntermediateEndGatewayGroupEventEventEvent		
$ \begin{array}{c c} \\ \hline \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ $		
Task Expanded Pool Sequence Message	pm.SGO3.LargeCampaignBPMN.140516	
Sub-Process Flow Flow	ops dog .com	
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