

opsdog

BPMN 2.0 FORMAT

MARKETING

Large Campaigns

The OpsDog Support Group Hierarchy

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

Programs & Campaigns

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

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Large Campaigns: Workflow

- A Activity Initiation & Definition
- B Campaign Kick-Off & Planning
- C Campaign Execution

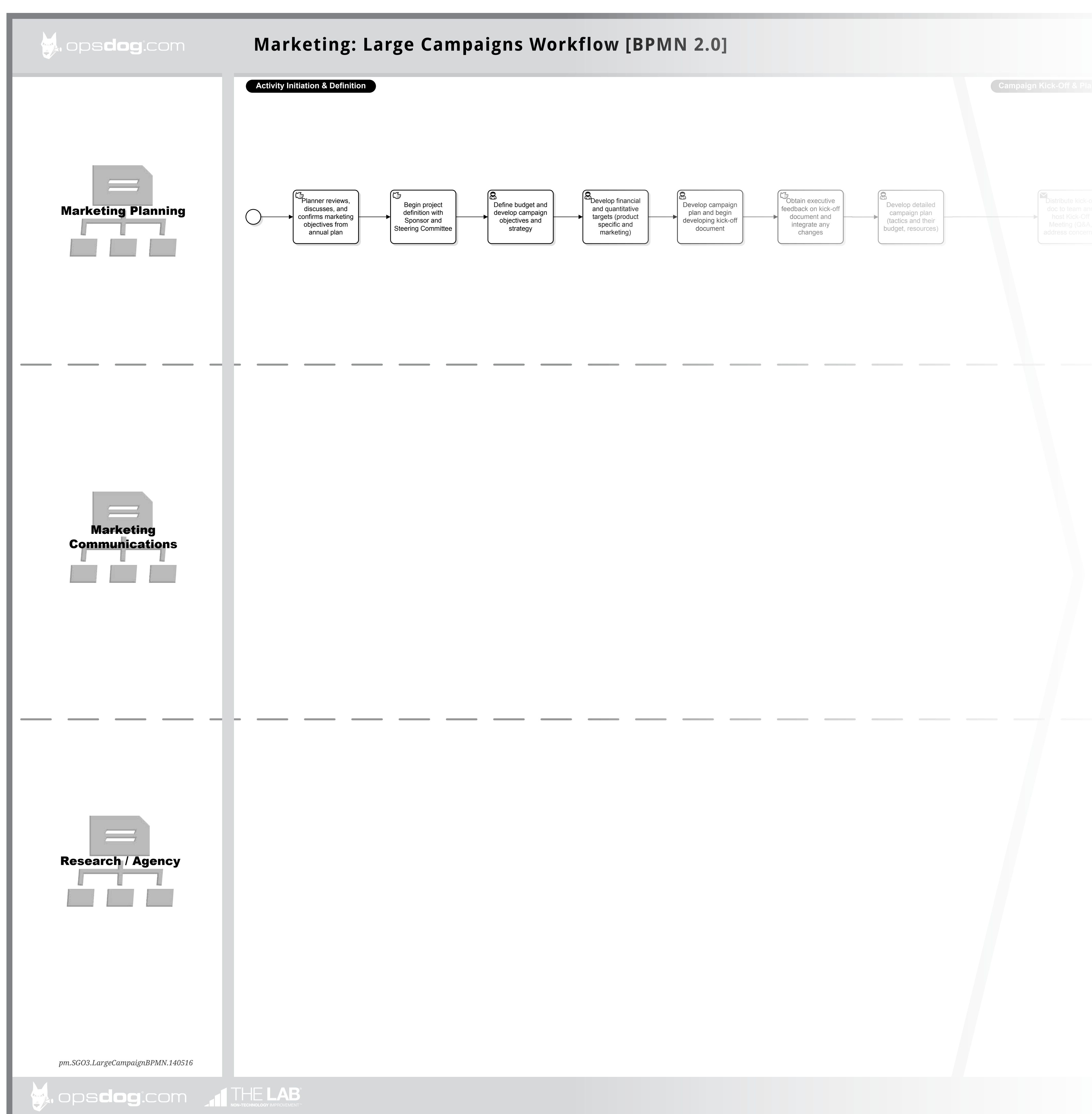
Workflow Description

The planning, definition, kickoff and subsequent analysis reporting for large-scale marketing programs and campaigns.

Legend

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

DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT



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

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