

opsdog

BPMN 2.0 FORMAT

MARKETING

Project Development

The OpsDog Support Group Hierarchy

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

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

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Project Development: Workflow

Project Development & Implementation

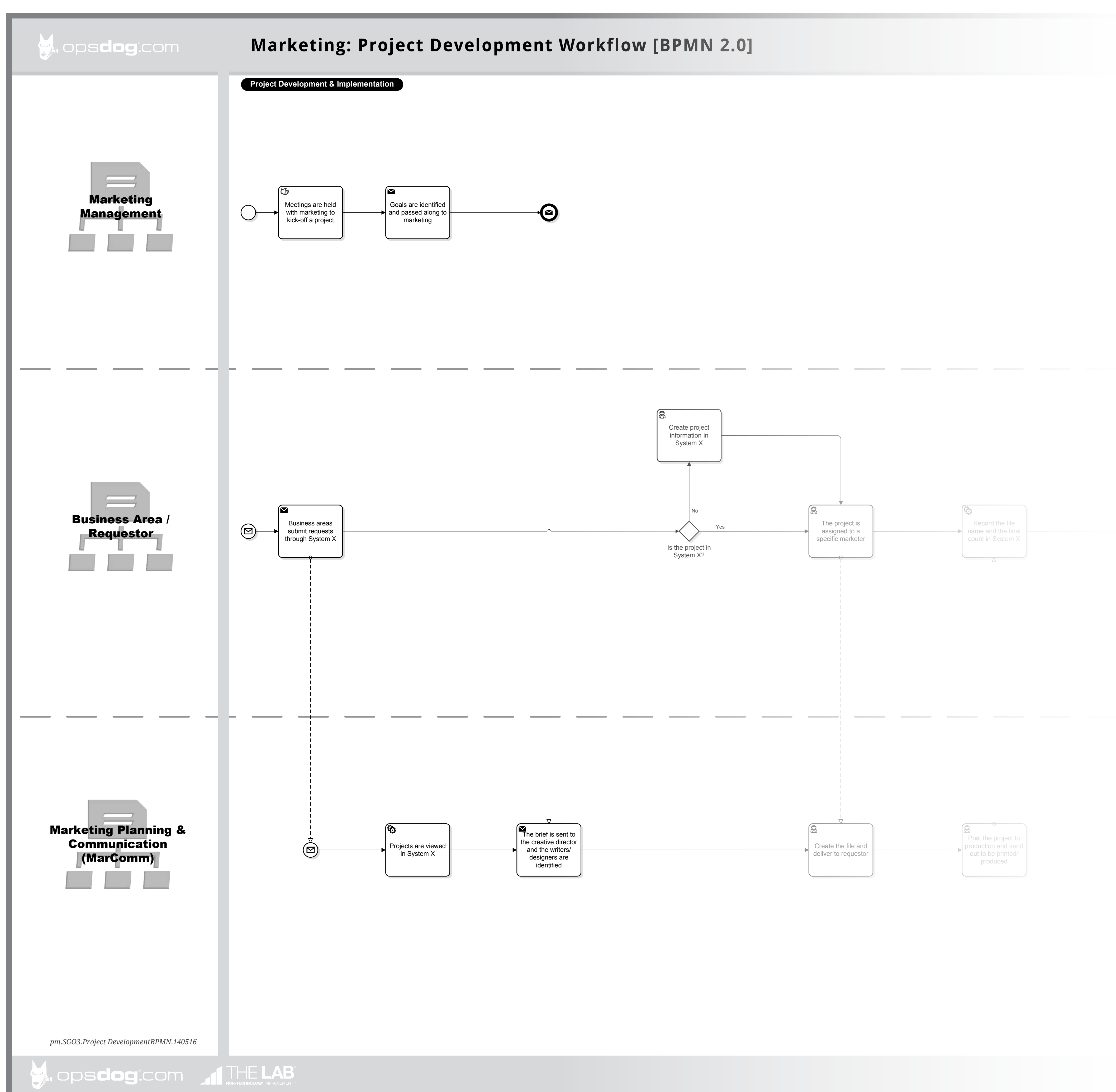
Workflow Description

The initial planning, designer or copywriter selection and creative brief creation for new 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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