

**opsdog**

**BPMN 2.0 FORMAT**

**MARKETING**

# Marketing Services

**The OpsDog Support Group Hierarchy**

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

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

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**Marketing Services: Workflow**

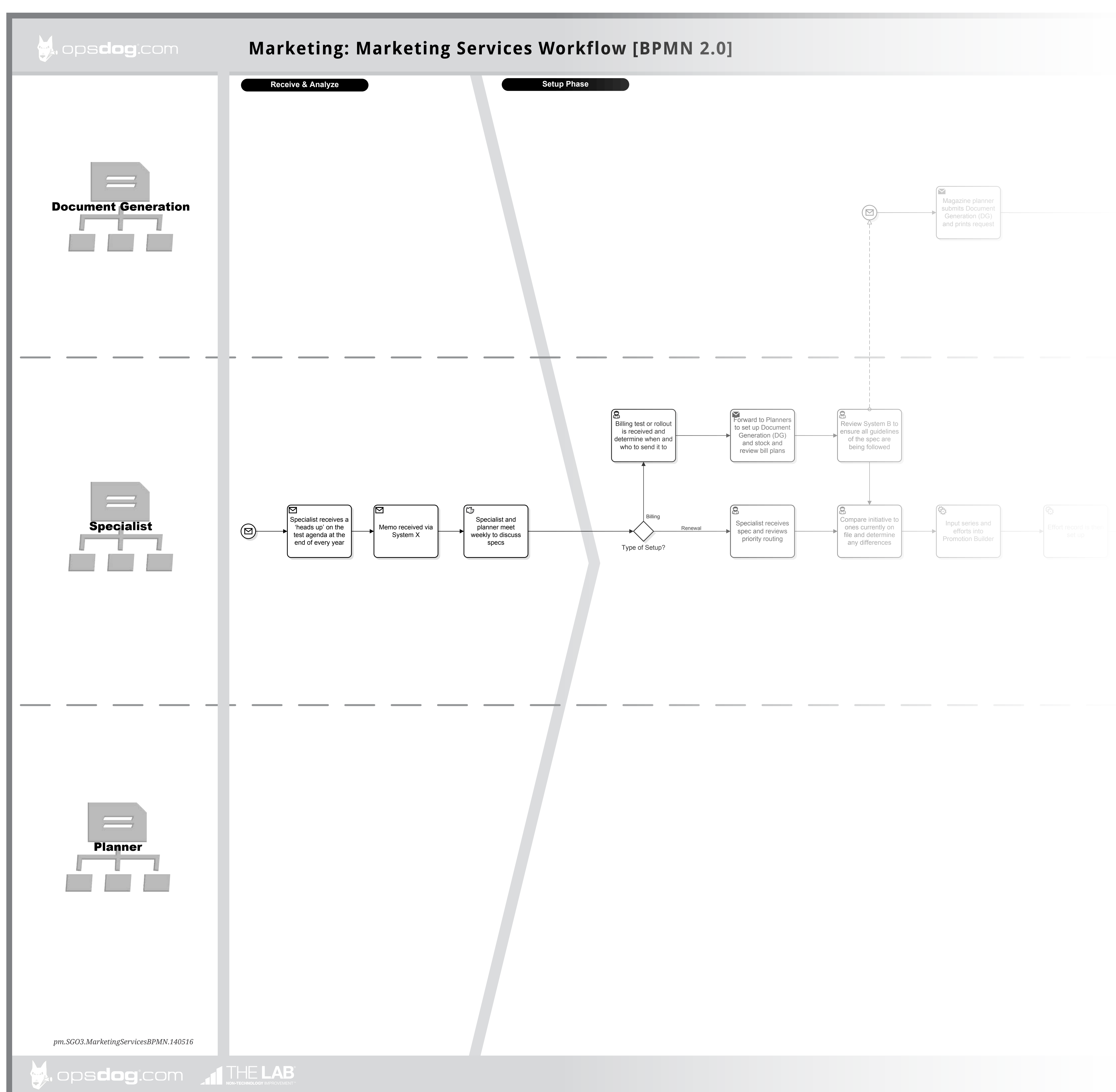
- A Receive & Analyze
- B Setup Phase
- C Verify Setup & Test
- D Work Output

**Workflow Description**

The reception of marketing document generation requests and the subsequent design, planning and creation of related document packages.

**Legend**

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



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