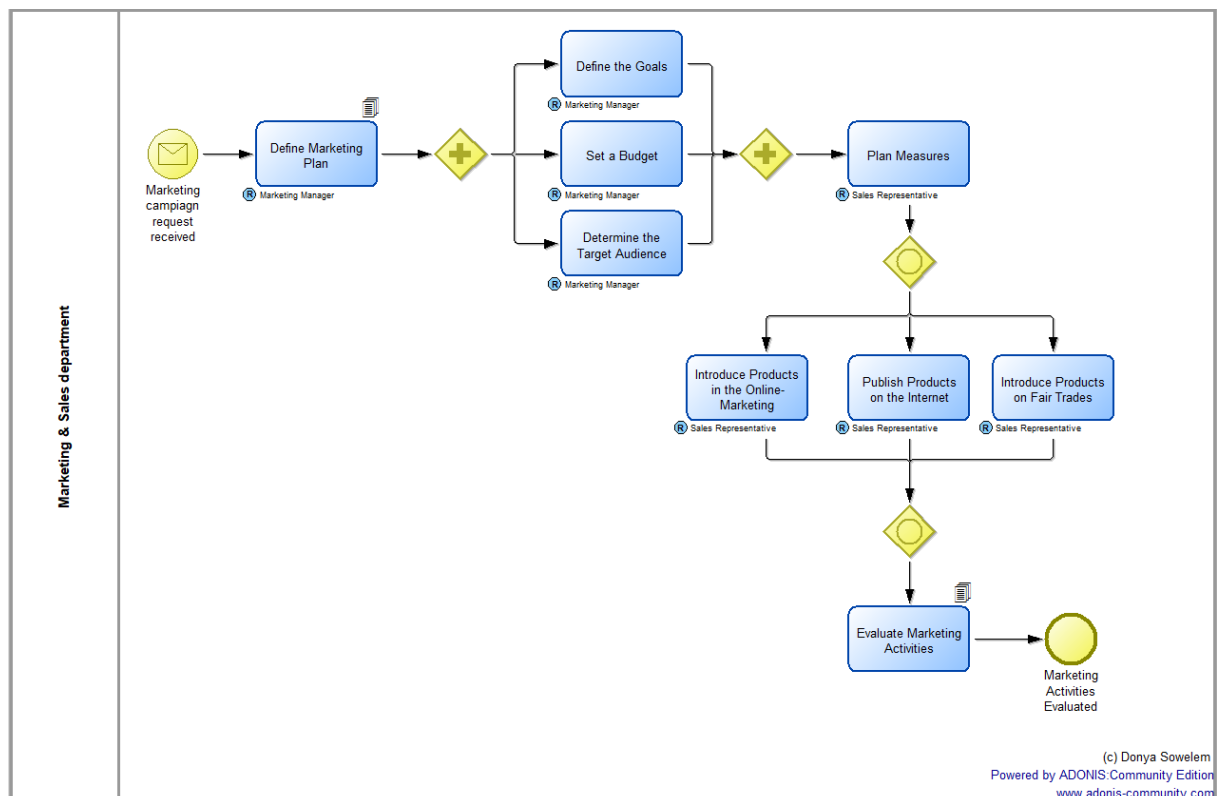


## Marketing Campaign

Transfer the following verbal description into a BPMN:

- Upon receipt of a marketing campaign request by the Marketing & Sales department, the marketing manager has to define the marketing plan.
- After defining the marketing plan, the department has to define the goals of the campaign, set a budget (based on the available budget) and determine the target audience for this campaign at the same time.
- Afterwards, the department has to plan the measures of doing this campaign.
- The department may choose to introduce the products on trade faires, publish the products on the Internet or to introduce the products in the Online-Marketing.
- Once the department decides on one of the measures to perform the campaign, marketing activities of this campaign have to be evaluated.
- And finally, the process ends when the marketing activities are successfully evaluated.



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