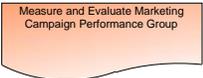


Market-to-Prospect (LO E2E Business Flow)
 System Architect
 Thursday, March 08, 2012 9:33 AM
 Comment
 Market to Prospect encompasses all business functions necessary to establish marketing plans, identify target markets, plan and define marketing campaigns, execute marketing campaigns, and measure and evaluate the performance of marketing campaigns for activities such as NAF, DECA, PX, FMS, Recruiting, Property Disposal, Military Depots, and TRICARE.

Market-to-Prospect



Legend

