



**ИНТЕРНЕТ СЕССИЯ**

ВСЕРОССИЙСКАЯ ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА ДЛЯ ВРАЧЕЙ

Межведомственный Научный Совет по Терапии РАМН

# Сертификат участника

**ОБАНИНА**  
Олеся Аркадьевна

приняла(а) участие в мероприятии

Горизонты наших представлений о  
воспалительных заболеваниях  
кишечника - болезни Крона и  
неспецифическом язвенном колите  
у детей и взрослых

проходившем 12 Ноября 2010

**Научный руководитель ИНТЕРНЕТ СЕССИИ**

председатель межведомственного научного  
Совета по терапии РАМН, академик РАМН,  
профессор

**ИВАШКИН**  
Владимир Трофимович

**Исполнительный директор ИНТЕРНЕТ  
СЕССИИ**  
профессор



1. **Executive Summary**: A brief overview of the entire marketing plan, including the company's mission, vision, and key objectives.

2. **Company Description**: A detailed description of the company, its products, and its market position.

3. **Market Analysis**: An analysis of the market, including the size, growth, and competition.

4. **Marketing Objectives**: Specific, measurable goals that the company wants to achieve through its marketing efforts.

5. **Marketing Strategy**: A plan of action that outlines how the company will achieve its marketing objectives.

6. **Marketing Tactics**: Specific marketing activities that will be used to implement the marketing strategy.

7. **Marketing Budget**: A detailed budget for the marketing activities, including the cost of advertising, promotion, and other marketing expenses.

8. **Marketing Control**: A system of monitoring and evaluating the marketing plan to ensure that it is being implemented effectively.

9. **Conclusion**: A final summary of the marketing plan and a statement of the company's commitment to achieving its marketing objectives.

10. **Appendix**: Additional information that supports the marketing plan, such as market research data, financial statements, and legal documents.

11. **References**: A list of sources used in the marketing plan, including books, articles, and websites.

12. **Index**: A list of topics and page numbers that allows readers to quickly find the information they need.

13. **Glossary**: A list of key terms and their definitions, which helps to ensure that everyone is on the same page.

14. **Appendix A**: A detailed description of the company's products and services.

15. **Appendix B**: A detailed description of the company's market and its competitors.

16. **Appendix C**: A detailed description of the company's marketing strategy and tactics.

17. **Appendix D**: A detailed description of the company's marketing budget and control system.

18. **Appendix E**: A detailed description of the company's marketing objectives and key performance indicators (KPIs).

19. **Appendix F**: A detailed description of the company's marketing research and data analysis.

20. **Appendix G**: A detailed description of the company's marketing legal and ethical considerations.

21. **Appendix H**: A detailed description of the company's marketing implementation and evaluation.

22. **Appendix I**: A detailed description of the company's marketing future outlook and recommendations.