



**ИНТЕРНЕТ СЕССИЯ**

ВСЕРОССИЙСКАЯ ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА ДЛЯ ВРАЧЕЙ

Межведомственный Научный Совет по Терапии РАМН

# Сертификат участника

**КАСЬЯНОВ**  
сергей владимирович

приняла(а) участие в мероприятии

Образовательный курс для специалистов по проблеме рака предстательной железы под руководством профессора Пушкаря Д.Ю.

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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, achievable, relevant, and time-bound (SMART) goals for the marketing plan.

5. **Marketing Strategy**: The overall approach to achieving the marketing objectives, including the selection of target markets and marketing mix elements.

6. **Marketing Tactics**: Specific marketing activities and programs, such as advertising, promotion, and sales.

7. **Marketing Budget**: A detailed budget for the marketing plan, including the costs of all marketing activities.

8. **Marketing Control**: A system for monitoring and evaluating the progress of the marketing plan, and making adjustments as needed.

9. **Conclusion**: A final summary of the marketing plan and its key findings.

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

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

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

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

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

15. **Appendix D**: A detailed description of the company's marketing tactics and budget.

16. **Appendix E**: A detailed description of the company's marketing control system.

17. **Appendix F**: A detailed description of the company's marketing budget and financial statements.

18. **Appendix G**: A detailed description of the company's marketing control system and its results.

19. **Appendix H**: A detailed description of the company's marketing budget and financial statements.

20. **Appendix I**: A detailed description of the company's marketing control system and its results.

21. **Appendix J**: A detailed description of the company's marketing budget and financial statements.

22. **Appendix K**: A detailed description of the company's marketing control system and its results.

23. **Appendix L**: A detailed description of the company's marketing budget and financial statements.

24. **Appendix M**: A detailed description of the company's marketing control system and its results.

25. **Appendix N**: A detailed description of the company's marketing budget and financial statements.

26. **Appendix O**: A detailed description of the company's marketing control system and its results.