



# WORK CARD

## MARKETING PLANNING

### IN THE MEDICINE – I PART

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#### PURPOSE OF MY ACTIONS:

*E.G. 15% INCREASE IN POSITIVE OPINIONS ON SOCIAL MEDIA*

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#### CONTROL TOOLS:

*E.G. NUMBER OF NEW REVIEWS ON SOCIAL MEDIA*

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#### PLANNED TIME FOR ACTIVITIES:

*E.G. 2 HOURS EVERY FRIDAY*

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