Orgamatics Statement of Accountability (OSA)
Version 0.6.

Name of Unit:	IOI Marketing
Classification of Unit:	Department
Head of Unit:	XXX

Team:

- XXX
- XXX
- XXX

Purpose of this Unit:

The number of people who follow a career in the practice of orgtology increases as we expect it to.

Which processes directly relate to the functioning of this UNIT (we draw our targets from here)?

Process:	System:
• (iP8) Create awareness	• (iS2) Relationship System
• (iP10) Monitor and evaluate	• (iS4) Orgtelligence System
• (iP11) Mange intelligence	• (iS4) Orgtelligence System

Which processes indirectly relate to the functioning of this UNIT (they are relevant, but we do not draw targets from them)?

Process:	System:
• (iP2) Acquire and manage resources for the IOI	• (iS3) Resource System
• (iP3) Create and maintain the OBoK	• (iS1) Core Business System
• (iP4) Create and maintain policy to regulate the practice of orgtology	• (iS1) Core Business System
• (iP5) Accredit practitioners	• (iS1) Core Business System
• (iP6) Manage providers	• (iS1) Core Business System
• (iP7) Develop orgtology practitioners	• (iS2) Relationship System
• (iP9) Manage customer relationships	• (iS2) Relationship System

Which policies and procedures binds the work of this Unit?	
Policy:	**Procedure:**
• (PP1) IOI terms and conditions	• N/A
• (PP2) Membership policy	• (P2-1) Accreditation as an orgtology practitioner procedure
• (PP3) OBoK and the accreditation of orgtology products and services	• (P3-1) Accreditation of OBoK products and services procedure
• (PP4) Provision of orgtology products and services	• (P4-1) Endorsement as a orgtology provider procedure
• (PP5) Intellectual property	• N/A
• (PP9) Privacy policy	• N/A
• (PP10) Complaints, grievances, and appeals	• (P10-1) Complaints procedure
	• (P10-2) Grievance procedure
	• (P10-3) Appeals procedure
• (PP11) Customer relationships	• (P11-1) Customer problem resolution procedure
• (PP11) Marketing and awareness	• N/A
• (PP12) Membership fees	• (P12-1) Payment procedure
	• (P12-2) Refund procedure
• (PP13) Blacklisting policy	• (p13-1) Blacklisting procedure

What tacit (human) intellect does the unit need to execute its processes (knowledge and skill)?

- Understand our consumer behaviour
- Marketing background and experience
- Basic knowledge on industrial psychology

Who are the customers of this unit (directly uses its end outputs)?

- The IOI

Who are the stakeholders of this unit (has a stake in the existence of this unit)?

- Client businesses who orgtology practitioners serve
- Orgtology practitioners
- Providers of orgtology products and services
- Academic institutions who do research on orgtology
- Suppliers of goods and services to the IOI