

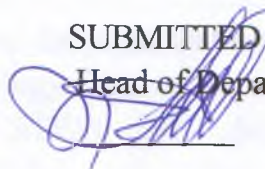
**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**  
**BELARUSIAN NATIONAL TECHNICAL UNIVERSITY**

FACULTY Marketing, Management, Entrepreneurship

DEPARTMENT Business administration

SUBMITTED TO DEFENSE BY

~~Head of Department~~

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**MASTER'S THESIS**

**Development of the marketing communications  
management system at the enterprise**

Specialty 1-25 80 01 Economy

Master student



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Supervisor  
PhD in Economics,  
Associate Professor



Olga Montik

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## GENERAL CHARACTERISTICS OF THE THESIS

**Goal of research** is to analyze the factors of the development of Chinese enterprise marketing communication management system, analyze the integration of marketing innovation process, evaluate various methods of marketing in the construction industry of the People's Republic of China, as well as other industries, and make recommendations to improve the marketing communication system of Chinese construction decoration enterprises.

**Object of research** is marketing communications management system at the enterprise of China.

**Subject of research** is the improvement of marketing communications management system of construction decoration enterprise.

**Scientific and practical significance of research results.** This work takes China Construction Oriental Decoration Co., Ltd. as an example to conduct targeted research, and provides rationalized suggestions for the company's development and formulates marketing strategies through STP, 4Ps and other marketing theoretical knowledge, and helps China Construction Oriental Decoration Co., Ltd. achieve long-term healthy development goals at the same time. Enrich the theoretical knowledge of marketing in the field of building decoration industry, and provide reference and reference for the development of other enterprises. China Construction Oriental Decoration Co., Ltd. has been committed to building a benchmark enterprise in the home improvement market since its establishment, and later transformed and upgraded into a group company specializing in the integration of design and construction of fitness clubs and other public buildings, supplemented by multiple operations. With the changes in the market situation, problems such as outdated business model, low resource concentration and imperfect pricing mechanism of China Construction Oriental Decoration Co., Ltd. began to appear, which seriously hindered the future development of the company. Through the analysis of the current situation and internal and external environment of China Construction Oriental Decoration Co., Ltd., this paper summarizes the company's existing problems in marketing, formulates a marketing strategy that meets its future development needs, and implements safeguards such as strengthening corporate culture construction. Assist enterprises to innovate and forge ahead and enhance their core competitiveness.

**In this dissertation we got and developed next research results.**

**Research result 1:** Scientific significance is in developed marketing activities efficiency indices, including financial efficiency index and activity efficiency index of

marketing internet communications based on arithmetic mean of economic efficiency indicators and geometric mean of natural indicators of internet activity, such as leads clicks and etc. So it differs financial efficiency from organizational efficiency of marketing communications.

**Research result 2:** Marketing and advertising plan and adopted to construction and industrial design, taking into consideration specific features of this economic sector.

**Research result 3:** Business process scheme of company marketing communications process, adopted to construction and industrial design, taking into consideration specific features of this economic sector.

**The structure and scope of the thesis:** The dissertation consists of an introduction, a general description of the work, two chapters, a conclusion, a bibliography, and annexes. The total volume of the thesis is 84 pages. The textual part of the thesis is presented on 75 pages and contains 11 tables (4 pages), 6 figures (4 pages) and 3 formulas (1 page); 1 appendix take up 2 pages. The list of used literature (5 pages) includes 64 titles.

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