

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ
BELARUS STATE TECHNICAL UNIVERSITY
БЕЛОРУССКИЙ НАЦИОНАЛЬНЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

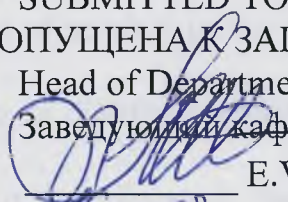
FACULTY Marketing, Management, Entrepreneurship
ФАКУЛЬТЕТ маркетинга, менеджмента, предпринимательства

DEPARTMENT Business administration
КАФЕДРА бизнес-администрирования

SUBMITTED TO DEFENSE BY
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MASTER'S THESIS
МАГИСТЕРСКАЯ ДИССЕРТАЦИЯ

for a master's degree
на соискание степени магистра

The development of marketing policy of the company, producing construction materials

Развитие маркетинговой политики организации, производящей строительные материалы

Speciality 7-06 0311-01 Economics

Специальность 7-06 0311-01 Экономика

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GENERAL CHARACTERISTICS OF THE WORK

Connection with Major Scientific Programs and Topics.

The Master's thesis aligns with China's key national strategies and industrial development policies:

1.The "14th Five-Year Plan for the Development of the Building Materials Industry" (emphasizing green low-carbon transformation and international cooperation);

2.The "Dual Carbon" Strategy Implementation Plan (promoting energy conservation and emission reduction in high-energy-consuming industries);

3.The "Belt and Road" International Cooperation Initiative (supporting building materials enterprises' overseas layout);

4.The Digital Economy Development Strategy (advancing digital transformation of traditional industries).

Purpose and Objectives:

The purpose of the dissertation is to identify the structure and features of the marketing management system in a building and producing construction materials organization, to evaluate existing approaches to marketing policy management in organizations of the People's Republic of China and to determine directions for their improvement at the current stage of economic development of the country.

The purpose determines the following research objectives:

1.Systematically sort out the theoretical foundations of marketing management, including the composition and operational mechanisms of marketing management systems, and the methods, instruments, and evaluation indicators of 4P marketing mix policies;

2.Analyze the development status (industrial scale, product structure, competition pattern) and prospects (policy opportunities, market demand trends) of China's building materials industry from 2021 to 2025;

3.Evaluate the marketing activity effectiveness and marketing mix application effects of four representative enterprises (Anhui Conch Cement, CNBM, BNBM, Sinoma Technology) using quantitative and qualitative methods;

4.Propose optimization strategies for product-pricing, distribution-promotion policies, and marketing service organizational structures, considering international market localization needs;

5.Construct original evaluation tools and optimization models to enhance the scientificity and operability of marketing policy formulation.

The core idea of master dissertation is to develop a theoretically sound and practically feasible marketing policy system for building materials enterprises, addressing industry-specific challenges and international market expansion needs.

The research objectives are consistent with those outlined in the introduction, focusing on theoretical construction, industry analysis, empirical evaluation, strategy formulation, and model development.

Provisions Submitted for Defense:

1. A theoretical framework of marketing management systems for building materials enterprises is constructed, clarifying the interactive mechanism among subject, object, resource, and process elements, and defining the methods, instruments, and evaluation indicators of 4P marketing mix policies.

2. An original marketing activity evaluation index system is developed, integrating 4 first-level indicators (market expansion, brand building, customer relationship management, international cooperation) and 12 second-level indicators, with clear responsibility allocation between senior and middle/grass-roots management and quantifiable calculation formulas. 4 first-level indicators are new, first time developed, measuring average international cooperation effect ratio, customer relationship effect ratio, brand strength effect ratio on company's marketing activity scope. Weights of significance are used in the proposed system for the first time.

3. Empirical analysis reveals the development characteristics of China's building materials industry: green product proportion increased from 18% (2021) to 32% (2025), market competition presents "oligarchic leadership with SMEs coexistence", and international competitiveness is gradually enhanced but faces brand and operational gaps.

4. Targeted optimization strategies are proposed: product policy focuses on green innovation and differentiation; pricing policy adopts for the first time multi-dimensional and differential discount systems; distribution policy strengthens localized channel construction and logistics integration; promotion policy emphasizes digitalization and international customization; organizational structure optimizes cross-departmental collaboration and team building.

5. An original marketing optimization model, incorporating intangible factors (equipment depreciation, knowledge capital, proprietary technology) in their dynamic indicator's variation and limits, is established for the first time. The proposed model realizes quantitative decision-making for product-pricing synergy and improving comprehensive profit by 19.3% in empirical testing.

The main provisions and conclusions of the thesis have been presented at international academic conferences on industrial marketing and building materials development. The empirical analysis results and optimization models have been verified through case studies of Anhui Conch Cement and CNBM, with preliminary application effects showing improved marketing efficiency and profit margins.

Structure and Scope of the Thesis:

The Master's thesis includes 67 p., 8 figures, 11 tables, 38 sources, 0 appendices. The structure is as follows:

- Introduction: Explains the research background, relevance, purpose, objectives, object, subject, methods, and theoretical basis.
- General Characteristics of the Work: Clarifies the connection with national policies, core provisions for defense, scientific and practical significance, and results approbation.
- Chapter 1: Theoretical Aspects of Marketing Management of the Organization—Elaborates on the theoretical framework of marketing management systems and 4P marketing mix policies.

- Chapter 2: Analysis of the Marketing Management System in Chinese Building Materials Enterprises—Analyzes the industry status, evaluates marketing activities and marketing mix instruments of typical enterprises.
- Chapter 3: Improving the Marketing Policy of China's Building Materials Enterprises—Proposes optimization strategies for product-pricing, distribution-promotion policies, and organizational structures.
- Conclusion: Summarizes the core findings, theoretical contributions, and practical recommendations.
- List of Sources Used: Includes classic theories, industry reports, enterprise data, and academic research.
- Appendices: Contains supplementary data, model calculation processes, and policy documents.

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63

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