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MASTER'S THESIS
МАГИСТЕРСКАЯ ДИССЕРТАЦИЯ

for a master's degree
на соискание степени магистра

The industrial enterprise products promotion system improvement
Совершенствование системы продвижения продукции промышленного
предприятия

Speciality 7-06 0311-01 Economics
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GENERAL CHARACTERISTICS OF THE WORK

1. Connection of the Work with Major Scientific Programs (Projects) and Topics

This Master's thesis is closely aligned with the following major economic and business trends:

Digital Transformation in Industry: The research directly addresses the imperative for traditional industrial enterprises to adopt digital technologies and strategies in their business functions, specifically focusing on the marketing and sales domains to remain competitive.

Shift from Product-Centric to Customer-Centric Models: The thesis responds to the broad strategic shift in modern business management, which emphasizes a deep understanding of customer needs and behaviors as the primary driver of strategy, moving away from a purely production-oriented focus.

Marketing Accountability and ROI: The research aligns with the increasing demand for accountability in marketing, providing a framework to measure the economic impact of promotional activities and justify marketing expenditures as a driver of revenue rather than a cost center.

2. Purpose and Tasks of the Thesis

Core Purpose: To conduct a systematic and in-depth analysis of the current product promotion system of a large industrial enterprise (CNPC), qualitatively assess its strengths and weaknesses, identify long-standing structural and strategic challenges, and propose a set of targeted recommendations for enhancing the system's effectiveness and economic efficiency by drawing upon modern B2B marketing theory.

Tasks Completed to Achieve this Purpose:

1) To investigate the theoretical and methodological foundations of product promotion for industrial enterprises, such as its nucleus character, strategic objectives, key activities, traditional and modern tools of promotion, and determining factors in the effectiveness of a promotion system.

2) To examine in depth the current product promotion system used by a selected industrial company, outlining its working activities and evaluating the merits and demerits of its current promotional strategies and approaches. Identify and critically assess the individual issues, hindrances, and inefficiencies that affect the optimum execution of the product promotion activities at the selected company.

3) To study modern trends, innovative approaches, and best practices transfer to enhancing product promotion efficiency in the industrial sector, considering digital transformation and shifting market conditions.

4) To create a list of specific, actionable, and condition-related proposals to upgrade the enterprise's system for product promotion and to prepare initial

estimates of the economic efficiency and qualitative impact of the adoption of these proposed measures.

3. Object and Subject of Research

Object of Research: The product promotion system of China National Petroleum Corporation (CNPC) as a representative case of a large, state-owned, integrated industrial enterprise.

Subject of Research: The mechanisms, dynamics, and strategies for improving an industrial B2B product promotion system, including its structural and cultural barriers, the integration of digital tools, the development of a customer-centric content strategy, and the economic justification for marketing transformation.

4. Provisions Submitted for Defense

1) The establish theoretical basis of industrial product promotion, analyzing its core nature, strategic goals, key activities, the mix of traditional and digital tools, and the key factors that determine a promotion system's effectiveness.

2) The conduct an in-depth case study of the current promotion system at CNPC, evaluating its strengths and weaknesses, and to identify the specific organizational, strategic, and operational barriers that hinder its optimal performance.

3) The research and analyze modern trends and innovative best practices, such as content marketing, marketing automation, and data analytics, that can enhance promotion efficiency in the industrial sector amidst digital transformation.

4) The develop a set of six specific, actionable recommendations for improving CNPC's promotion system and to provide initial assessments of their potential economic return (ROI) and qualitative impact.

5. Scientific and Practical Significance

Scientific Significance: The thesis contributes to the B2B marketing literature by providing a rare and detailed case study on the application of modern digital marketing theories to a massive, state-owned industrial enterprise in an emerging economy. It offers a holistic framework that connects organizational analysis, strategic marketing, and economic justification, enriching the theoretical understanding of marketing transformation in complex, traditional organizations.

Practical Significance: The research findings provide a direct and actionable roadmap for managers within CNPC and similar large industrial enterprises. The specific proposals offer a clear path to modernizing their promotional efforts, while the economic assessment framework provides a practical tool for justifying the necessary investments to senior leadership and finance departments.

6. Structure and Scope of the Thesis

This Master's thesis comprises 83 pages, including 4 figures and 12 tables. The structure is as follows:

Introduction: Expounds on the relevance of the research, introducing the purpose, tasks, object, subject, and methods of the study.

Chapter 1: Theoretical and Methodological Foundations of Promotion of Products of an Industrial Enterprise systematically explores the evolution of industrial promotion theory, covering its essence, goals, traditional and modern tools, and factors affecting its effectiveness.

Chapter 2: Analysis of the product promotion system at an industrial enterprise provides a detailed case study of CNPC, characterizing its activities, assessing its current promotion system, and identifying the core problems and barriers.

Chapter 3: Development of recommendations for improving the system of promotion of products of an industrial enterprise draws on modern marketing strategies to develop a set of six specific, actionable proposals for improvement and provides a detailed methodological framework for assessing their economic efficiency.

Conclusion summarizes the main research findings from each chapter and task, confirms the achievement of the thesis goal, and highlights the scientific and practical significance of the work.

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