

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF INTERNATIONAL MARKETING**

BACHELOR'S THESIS

on the topic

**“DEVELOPMENT OF ACTIVITIES TO IMPROVE
MARKETING COMMUNICATION POLICY OF
THE ENTERPRISE”**

Completed: 4th year student, group __Mg-20 eng__

Speciality 075 Marketing

code and title

Fedko M.M.

surname and initials

Supervisor: Taranenko I.V., Doctor of Economics, Prof.

surname and initials, academic degree, academic rank

Dnipro, 2024

АНОТАЦІЯ

Федько М.М. Розробка заходів щодо удосконалення маркетингової комунікаційної політики підприємства.

В кваліфікаційній роботі бакалавра розглянуто теоретико-методичні основи маркетингової комунікаційної політики підприємства, здійснено аналіз маркетингового середовища, розроблено рекомендації щодо вдосконалення маркетингової комунікаційної політики підприємства «Mais», що діє на ринку насіння кукурудзи. З урахуванням специфіки продукції підприємства «Mais» та конкурентних умов запропоновано впровадження заходів щодо покращення комунікаційної політики.

Ключові слова: комплекс маркетингових комунікацій, SWOT-аналіз, сегментація ринку, SMM, ринок насіння кукурудзи.

SUMMARY

Fedko M.M. Development of activities to improve marketing communication policy of the enterprise

In bachelor's thesis the theoretical and methodological basis of the marketing communication policy of the company, carried out market analysis, and developed recommendations for the development of activities to improve the marketing communication policy of the company "Mais" in the corn seeds market. Given the nature of the products of "Mais" and the competition environment, recommendations are made to improve marketing communication policy.

Keywords: marketing communication mix, SWOT analysis, market segmentation, SMM, corn seeds market.

CONTENTS

INTRODUCTION.....	6
CHAPTER 1. THEORETICAL FOUNDATIONS OF MARKETING COMMUNICATION POLICY.....	8
1.1. Marketing communication mix concept.....	8
1.2. Methods and tools of marketing communication policy.....	15
1.3. Approaches to evaluating the effectiveness of marketing communication.....	16
CHAPTER 2. CURRENT STATE AND EVALUATION OF MARKETING COMMUNICATION POLICY AT "MAIS" COMPANY.....	27
2.1. Overview of the company's internal environment and business activities.....	27
2.2. Analysis and evaluation of the existing marketing communication policy.....	31
2.3. Analysis of the corn seeds market.....	33
2.4. Market segmentation, revealing target segments and product positioning.....	37
2.5. SWOT analysis.....	45
CHAPTER 3. MEASURES FOR ENHANCING MARKETING COMMUNICATION POLICY.....	52
3.1. Marketing research of consumer's preferences on marketing communication channels.....	52
3.2. Development of measures to enhance marketing communication policy.....	54
3.3. Allocation of marketing budget for proposed measures and expected results.....	59
CONCLUSION.....	62
REFERENCES.....	65

REFERENCES

1. Alexandrescu, M.; Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*. 23. 268-274. URL: https://www.researchgate.net/publication/330877117_Promotion_as_a_form_of_Communication_of_the_Marketing_Strategy (access: June, 2024)
2. Foroudi, P. (2018). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*. 76. URL: https://www.researchgate.net/publication/325495663_Influence_of_brand_signature_brand_awareness_brand_attitude_brand_reputation_on_hotel_industry's_brand_performance (access: June, 2024)
3. Zhao, J.; Butt, R.; Murad, M.; Mirza, F.; Al-Faryan, M. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology*. 12. 1-15. URL: https://www.researchgate.net/publication/358141742_Untying_the_Influence_of_Advertisements_on_Consumers_Buying_Behavior_and_Brand_Loyalty_Through_Brand_Awareness_The_Moderating_Role_of_Perceived_Quality (access: June, 2024)
4. Yin, L. (2023). The Changing Landscape of Media Communication: An Analysis of the Impact of New Media Marketing on News Consumption and Consumer Behavior. *International Journal of Education and Humanities*. 11. 9-12. URL: https://www.researchgate.net/publication/377423012_The_Changing_Landscape_of_Media_Communication_An_Analysis_of_the_Impact_of_New_Media_Marketing_on_News_Consumption_and_Consumer_Behavior (access: June, 2024)

5. Okonkwo, I.; Mujinga, J.; Namkoisse, E.; Francisco, A. (2023). Localization and Global Marketing: Adapting Digital Strategies for Diverse Audiences. *Journal of Digital Marketing and Communication*. 3. 66-80. URL: https://www.researchgate.net/publication/376837253_Localization_and_Global_Marketing_Adapting_Digital_Strategies_for_Diverse_Audiences (access: June, 2024)
6. Ocak, A. (2023). Enhancing Marketing Strategies Through Personalized Marketing: A Literature Review. URL: https://www.researchgate.net/publication/374813652_ENHANCING_MARKETING_STRATEGIES_THROUGH_PERSONALIZED_MARKETING_A_LITERATURE_REVIEW (access: June, 2024)
7. Gates, A. (2022). Advertising & Marketing. *Chambers global practice guides*. 218. URL: https://www.bakermckenzie.com/-/media/files/insight/publications/2022/10/chambers_advertising-and-marketing-2022_advertisingandmarketing2022.pdf (access: June, 2024)
8. Aslan, A. (2023). Communication in Public Relations. Edition: 1 Chapter: 10. 235-286. URL: https://www.researchgate.net/publication/375062112_Communication_in_Public_Relations (access: June, 2024)
9. Chrysoula, B. (2023). The Communication Strategies of the Cultural Organisation Onassis Stegi and their Impact on Audiences' Perceptions and Behaviour. *Rgtre. Fund. Generalitat de Catalunya núm. 472 (28-02-90)*. URL: https://www.tdx.cat/bitstream/handle/10803/689832/Tesi_Chrysoula_Bousiouta.pdf?sequence=1&isAllowed=y (access: June, 2024)
10. Sarkar, D. (2018). PR and its role in communicating corporate social responsibilities. URL: https://www.researchgate.net/publication/334948021_PR_and_its_role_in_communicating_corporate_social_responsibilities_Author (access: June, 2024)

11. Malik, N. (2023). Understanding Digital Public Relations: Approaches and Techniques for Success. URL: <https://www.linkedin.com/pulse/understanding-digital-public-relations-approaches-techniques-malik> (access: June, 2024)
12. Hamdan, Y.; Ratnasari, A.; Sofyan, A.; Yuniati, Y. (2020). Personal Selling Skill in Building Interaction with Consumers. URL: https://www.researchgate.net/publication/339908360_Personal_Selling_Skill_in_Building_Interaction_with_Consumers (access: June, 2024)
13. Visser, J. H. (2020). The use of Market Segmentation Theory in Practice: Business-to-Business Marketing Practitioners' Perspectives. University of South Africa. 263. URL: https://uir.unisa.ac.za/bitstream/handle/10500/26622/thesis_visser_jh.pdf?sequence=1&isAllowed=y (access: June, 2024)
14. Chunawalla, S. A. (2021). Sales Management. HIMALAYA PUBLISHING HOUSE PVT. P. 338. URL: <http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4905/1/SALES%20MANAGEMENT%20With%20Personal%20Selling%20and%20Salesmanship.pdf> (access: June, 2024)
15. Chakraborty, A.; Jain, V. (2022). Leveraging Digital Marketing and Integrated Marketing Communications for Brand Building in Emerging Markets. URL: https://www.researchgate.net/publication/360369229_Leveraging_Digital_Marketing_and_Integrated_Marketing_Communications_for_Brand_Building_in_Emerging_Markets (access: June, 2024)
16. Staying Ahead of the Game: Effective Monitoring and Analysis of Industry Trends and Competitor Activities for Strategic Adaptation. *Fintech Technology*. 2024. URL: <https://www.linkedin.com/pulse/staying-ahead-game-effective-monitoring-analysis-industry-ckuif> (access: June, 2024)
17. Kurum, B. (2023). Marketing Communication Essentials: From Zero to Hero. URL:

https://www.researchgate.net/publication/369763499_Marketing_Communication_Essentials_From_Zero_to_Hero (access: June, 2024)

18. Rane, N.; Achari, A.; Choudhary, S. (2023). Enhancing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationship, and engagement. *International Research Journal of Modernization in Engineering Technology and Science*. 5. 427-452. URL:

https://www.researchgate.net/publication/370561455_Enhancing_customer_loyalty_through_quality_of_service_Effective_strategies_to_improve_customer_satisfaction_experience_relationship_and_engagement (access: June, 2024)

19. Camilleri, M. A. (2017). Market Segmentation, Targeting and Positioning. URL:

https://www.researchgate.net/publication/319085560_Market_Segmentation_Targeting_and_Positioning (access: June, 2024)

20. Kočišová, L.; Štarchoň, P. (2023). The role of marketing metrics in social media: A comprehensive analysis. *Marketing Science & Inspirations*, 18(2), 40–49. URL: <https://doi.org/10.46286/msi.2023.18.2.4> <https://msijournal.com/the-role-of-marketing-metrics-in-social-media/> (access: June, 2024)

21. Vincenzo, A. A. (2023). Strategic use of Social Media. Università Degli Studi Di Padova. P. 102. URL: <https://thesis.unipd.it/retrieve/ad959519-68a8-4db5-902e-07bb94325536/Yulia%20Sharifullina%20.pdf> (access: June, 2024)

22. Kuzyk, O. (2022). Marketing Communications in Differentiation and Positioning of Ukrainian Agrobusiness. *Marketing and Digital Technologies*. 6. 6-14. URL:

https://www.researchgate.net/publication/366943150_Marketing_Communications_in_Differentiation_and_Positioning_of_Ukrainian_Agrobusiness (access: June, 2024)

23. Vaid, S.; Kumar, A.; Yadav, P. (2023). The Role of Integrated Marketing Communication on Influencing Consumer Decision-Making. URL:

<https://www.researchgate.net/publication/374743350> THE ROLE OF INTEGRATED MARKETING COMMUNICATION ON INFLUENCING CONSUMER DECISION-MAKING (access: June, 2024)

24. Kuzyk, O.; Kabanova, O.; Chirva, A.; Vlasenko, D.; Komarnytska, A. (2023). Impact of Digital Technologies on the Efficiency of Marketing Communication: Trends and Perspectives. *Financial and credit activity problems of theory and practice*. 6. 471-486. URL: <https://www.researchgate.net/publication/377012760> VPLIV CIFROVIH TEHNOLOGIJ NA EFEKTIVNIST MARKETINGOVOI KOMUNIKACII TRENDI TA PERSPEKTIVI (access: June, 2024)

25. Kar, S. (2023). Impact of Artificial Intelligence on Digital Marketing. *Interantional Journal of Scientific Research in Engineering and Management*. 07. URL: <https://www.researchgate.net/publication/372849327> Impact of Artificial Intelligence on Digital Marketing (access: June, 2024)

26. Tare, H.; Deshmukh, P. (2023). Green marketing and corporate social responsibility: A review of business practices. *Multidisciplinary Reviews*. 2. 1-9. URL: <https://www.researchgate.net/publication/377063696> Green marketing and corporate social responsibility A review of business practices (access: June, 2024)

27. Pavlenko T. V. (2018). The Essence of Green Marketing. *Економічний вісник НТУУ «КПІ»* (15). 319-330. URL: <https://ev.fmm.kpi.ua/issue/view/7943/5270> (access: June, 2024)

28. Chistruga, A. (2023). Using blockchain technology to combat counterfeiting. *SHS Web of Conferences*. 177. URL: <https://www.researchgate.net/publication/374114023> Using blockchain technology to combat counterfeiting (access: June, 2024)

29. Kaperonis, S. (2024). How Artificial Intelligence (AI) is Transforming the User Experience in Digital Marketing. URL:

<https://www.researchgate.net/publication/370267057> How Artificial Intelligence AI is Transforming the User Experience in Digital Marketing (access: June, 2024)

30. Daniel, S.; Joseph, S.; Olaoye, G. (2023). The Impact of Augmented Reality on Social Interaction: Bridging the Digital and Physical Worlds. URL: <https://www.researchgate.net/publication/376642894> The Impact of Augmented Reality on Social Interaction Bridging the Digital and Physical Worlds (access: June, 2024)

31. Статистика вирощування зернових в Україні 2007 – 2023. URL: <http://shareupotential.com/ru/BE/ukrainian-zerno-statistika-vyraschivania-2020.html>

32. Dekalb. URL: <https://www.dekalb.ua/>

33. Syngenta. URL: <https://www.syngenta.ua/>

34. DuPont. URL: <https://www.dupont.com/>

35. Corteva Agriscience. URL: <https://www.corteva.com.ua/>

36. LimaGrain. URL: <https://lgseeds.com.ua/>

37. Mais Seeds. URL: <https://mais-seeds.com/>

38. Інтернет-магазин Компанії Маїс. URL: <https://kukurudza.in.ua/>

39. Lidea. URL: <https://lidea-seeds.com.ua/>

40. Агрокорпорація Степова. URL: <https://stepova.ua/>

41. Рост Агро. URL: <https://rost-agro.online/>

42. Latifundist. Головний сайт про агробізнес. URL: <https://latifundist.com/>

43. Шевченко В.М., Тараненко І.В., Яременко С.С., Хріпко Д.О. Конкурентний бенчмаркінг як інструмент підвищення конкурентоспроможності аграрного підприємства. Агросвіт. № 18, 2023. С. 43-50.

44. Тараненко І.В., Мілютін О.О., Щолокова Г.В., Яременко С.С. Створення портрету споживача для вибору ефективних каналів маркетингової

комунікації. Ефективна економіка. № 3, 2023. Електронне видання. URL: <https://www.nayka.com.ua/index.php/ee/article/view/1267>.

45. Тараненко І.В., Мішустіна Т.С., Яременко С.С. Стратегічні інноваційні орієнтири маркетингової комунікаційної діяльності підприємств країн ЄС та України. Нобелівський вісник №1 (56), 2021. С. 92-106.

46. Shevchenko V., Taranenko I., Yaremenko S., Mishustina T., Poprotsky O., Mostova A. Trends in Digital Marketing in the Context of Information Society Development. Postmodern Openings, 2022, 13(2), 448-460.