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**MARKETING STRATEGY OF THE COMPANY IN B2B SPHERE  
(on the example of Nordica Point LLC)**

Graduate Thesis  
**ABSTRACT**

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## ABSTRACT

The relevance of this topic is that marketing is becoming more multifaceted and versatile phenomena and is called upon to solve new problems. Strategy as an integral attribute contributes to the implementation of the marketing goals of any business.

The goal is to identify and study the specifics of the B2B sphere and its main differences from other areas when implementing a marketing strategy using the example of Nordica Point company.

Tasks:

1. To describe the functions and types of marketing.
2. To analyze approaches to determining the essence of marketing activities in the field of B2B and B2C.
3. To study marketing tools (including the Internet) of an enterprise or a company.
4. To demonstrate the effectiveness of a marketing strategy basing on the example of chosen enterprise/company.

The object is marketing activities of the company in the field of B2B.

The subject is the specifics and components of a marketing strategy on the example of the Nordica Point enterprise.

During the process of writing a thesis, the following results were obtained: the marketing strategy of the enterprise was identified and considered effective; it is currently being used by the company. A project to promote the company on the Internet has been described (component of the marketing strategy), as well as the features of any marketing and online promotion in B2B sphere. In the course of the project description, the following data was received:

1. Exact terms of work.
2. Cost of work.
3. Report Data.
4. Evaluation of the effectiveness of the project from both customer and contractor.
5. Practical recommendations.

In addition, there has been received an act of the practical use of the results of the thesis and the effectiveness of the project for the company.

*Keywords: marketing, strategy, marketing strategy b2b, b2b sphere, b2b marketing, internet marketing, digital marketing, internet marketing, market.*