

STUDIES ON COMMUNICATION POLICY AT SC ALCOVIN, TULCEA

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Abstract

In order to be able to adapt to the new challenges on the wine market, the success of a company depends on knowing and adopting key elements of a communication policy anchored in a strategic marketing process. This paperwork combines theoretical and practical elements, the case study being conducted at SC Alcovin Macin, Tulcea. The definition of marketing communication within the marketing field, is that this concept represents “a strategic process used to plan, develop, execute and evaluate, over time, coordinated, measurable brand communication programs and persuasive, consumer-oriented, prospectus and other relevant target segments, internal and external”. There are four stages in the development of marketing communication. The entire marketing policy should support brand awareness and contribute to the positive feeling towards it. The team of authors of this paperwork tried to describe and analyze the elements of the communication policy (financial and promotional) used in general on the wine market and also in particular within SC Alcovin SRL. We consider that the communication policy approached in a wine entity such as the one from our case study, can influence the behavior of the target audience. The pillars will be based on well-defined objectives as well as correctly established and communicated financial resources. In the context of globalization, the increase of competition on the wine market determines the establishment and use of a communication policy based on the most solid, efficient, innovative and high-performance strategic techniques. A good communication policy will take into account the 6 key points presented in the paper. We expect that within the future researches we will be able to extend the study to two wineries, one in Iasi County and the other in the Republic of Moldova.

Key words: communication policy, marketing, strategies, promotion techniques, performance