

THE ROLE OF THE COMMUNICATIONAL POLICY IN THE MARKETING ACTIVITY OF CONSTRUCTION ORGANIZATIONS

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Abstract:

The specific elements of the communicational policy in the construction field reports on the cooperation with all the factors which intervene in the accomplishment and capitalization of the construction, outline of the publicity concept, way of including the communication costs in the price, making and translation of the publicity messages, involvement of the distribution partners in the making and translation of the promotion activities, as well as determination of the publicity space. At the same time, the public relations have a special importance in the construction field, because of the high number of actors that intervene in the specific process and which constitute the public of the domain organization: consumers, strategic partners and other collaborators, public authorities, media, share-holders, the general public, etc. The construction organization must insure a specific relational system, based on programs of actions for every category of actors.

Keywords: *communication, communicational policy, marketing*

JEL codes: *M31*