

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**  
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**FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES**  
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**MEDIAPLANNING IN DEVELOPMENT AND IMPLEMENTATION OF  
ADVERTISING CAMPAIGN IN THE MEDIA**

Master's thesis  
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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## ABSTRACT

The purpose of the master's thesis is to develop a strategy for conducting advertising campaign and to identify optimization of the process of advertising campaigns' planning in the media, based on the analysis of the theory and practice of media planning.

The object of the master's thesis is media planning. The subject of the master's thesis is the specificity of media planning on various advertising media.

In the process of the master's thesis writing, the following results were gained: the main stages of media planning were presented, as well as its features on television, on the Internet, on radio, in outdoor and indoor advertising; the main trends of media planning in the advertising market of Belarus were described; the process of the media data obtaining for the advertising campaigns' planning was presented; optimization tools for advertising campaigns were introduced; the competitive analysis of the planning process for advertising campaigns in the media was conducted; the analysis of the planning process of the advertising campaign in pharmaceuticals was conducted; the media placement strategy for the pharmaceutical company was developed; optimization of the media planning process was proposed.

*Keywords: mediaplanning, mediastrategy, types of advertising, advertising media, advertising campaign, rating, reach, frequency, target audience, competitive analysis, budgeting model, mediaplan, media seller, advertising buying (media buying), advertising placement (bookings).*