

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

STASELKA
Ulyana Igorevna

**STRATEGIES OF POSITIONING OF BRANDS OF BELARUSIAN
COSMETICS**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Maria S. Tereschenko
Senior Lecturer

Minsk, 2018

ABSTRACT

The purpose of the graduate thesis is to consider strategies for positioning brands of Belarusian decorative cosmetics.

The object of the research work is the positioning of the brands of Belarusian decorative cosmetics. The subject of the research work is the perception of the positions of brands of Belarusian decorative cosmetics. The methodological basis of the graduate thesis work was made by general scientific methods: the method of analysis and synthesis, the descriptive method and comparison method, as well as the particular scientific methods used in carrying out sociological research (the survey method).

In the process of writing the graduate thesis, the following results were obtained: the concept of positioning and positioning strategy was considered; the main stages of positioning are defined; the methodology and methodology of the commodity position analysis is described; the advertising materials of the brands of Belarusian decorative cosmetics are analyzed; positions of brands of the Belarus decorative cosmetics are defined.

In the framework of the graduate thesis, a survey was conducted using the method. In the course of the study it was possible to identify the perception of brands of Belarusian decorative cosmetics by students of the Faculty of Philosophy and Social Sciences.

The novelty of the results is due to the lack of information about the current positioning of brands of Belarusian decorative cosmetics among potential consumers. The materials of the graduate thesis work are characterized by the potential for further theoretical and practical application, primarily for the brands of Belarusian decorative cosmetics.

The results of the graduate thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: positioning, market, market segmentation, marketing complex, positioning strategy, differentiation, repositioning, perception, perception map, decorative cosmetics.