

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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PROMOTION OF SERVICES IN THE INTERNET

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the thesis: the market of services in the Internet space. The subject of the thesis: methods and tools to promote services on the Internet. The aim is to identify possible strategies to optimize the promotion of services on the Internet. The methodological basis of the thesis was the method of visual analysis and the method of content analysis.

In the process of writing the thesis the following results were obtained: the similarities and differences of traditional marketing and Internet marketing identified tools to promote services on the Internet, considered the problems and prospects of Internet marketing, as well as the features of the use of the Internet space as a channel of promotion of medical services.

The novelty of the results is due to the lack of a comprehensive study of the Internet promotion of medical services in the Republic of Belarus. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in the development of strategies for the promotion of Belarusian medical centers.

Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: promotion, services, Internet services, marketing, traditional marketing, Internet marketing, promotion tools, medical services, social networks.