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MARKETING COMMUNICATIONS IN THE FILM INDUSTRY

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Minsk, 2019

ABSTRACT

Object of study - marketing communications in the field of filmmaking. The subject of the research of the thesis is marketing communications used by the Belarusfilm studio in promoting its own products. The purpose of the research: the study of marketing communications in the film industry and the analysis of the effectiveness of marketing communications used in the Belarusian market by the BelarusFilm studio.

The methodological basis of the thesis consists of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method and the method of generalization, as well as private scientific methods: expert interview, traditional content analysis, online questionnaire survey. In the process of writing the thesis, the film industry has been described, integrated marketing communications have been studied and described, world experience in film process financing has been studied, a characterization of the Belarusfilm studio has been defined, the role of marketing communications in promoting the filmstitut of Belarusfilm studio has been defined.

The novelty of the results is due to the study of the marketing communications of the studio of the Republican Unitary Enterprise "Belarusfilm". Thesis materials can be used to promote film production on the Belarusian market using marketing communications tools.

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

Key words: *film industry, marketing, integrated marketing communications, marketing communications, marketing tools, film process financing, Belarusfilm studio.*