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**MARKETING COMMUNICATIONS IN PROFESSIONAL SPORTS**  
**(on the example of the National football team of the Republic of Belarus)**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of research in the graduation work is the strategy for promoting a sporting event and its participants in the field of marketing communications in the modern market.

The subject of research in the graduation work research is the features of marketing communications in professional sports, on the example of the National football team of the Republic of Belarus.

The purpose of the graduation work is to determine the specifics and possibilities of marketing communications in the field of sports. The methodological basis of the graduation work was made up of general scientific methods: the method of analysis and synthesis, as well as private scientific methods used in conducting sociological research (method of expert interviews).

In the process of writing the graduation work, the following aspects were considered: the role of physical culture and professional sports in Belarus, the problems of developing professional football in Belarus, the possibilities and features of marketing communications in promoting of sports team, an expert interview was conducted to study marketing communications to promote the National Football Team of the Republic of Belarus, a project was proposed to promote and increase the recognition of the national football team and popularization of football in our country.

The novelty of the results obtained is due to the lack of an integrated approach to the promotion of the national team in the sports market and insufficient attention to the Belarusian football on the part of society. The results of the study can be used in theoretical and practical aspects. The materials of the thesis can be used in educational practice, as well as in the development of a marketing strategy to promote and popularize football in Belarus.

*Key words: physical education, sports, sociology of sports, sports policy, professional sports, football, football development concept, commercial activities in sports, commercial advertising, national football team of the republic of belarus, promotion strategy, marketing communications, Association “Belarusian football Federation”.*