

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

UTSIURYN Yahor Alexandrovich

**PROMOTION OF INNOVATIONS
IN THE BANKING SECTOR BY MEANS
OF MARKETING COMMUNICATIONS
(on the example of JSC «Sber Bank»)**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

Scientific adviser:

Natalia A. Elsukova

Doctor of Philosophy in Sociology,

Associate Professor

Minsk, 2023

ABSTRACT

The object of the study is the promotion of innovative banking products. The subject of the research is the features of promotion of innovative products of the banking sector by means of marketing communications in the Belarusian market. The purpose of the work is to determine the features of promoting innovations in the banking sector by means of marketing communications using the example of Sber Bank JSC. The methodological basis of the diploma work made up of general scientific methods: the method of analysis, synthesis, the method of induction and deduction, as well as private scientific methods used in the humanities (in-depth interview).

Based on the results of the study, it can be concluded that the means of promoting innovative banking products have both advantages and disadvantages. Therefore, when promoting a particular innovative banking product, it is necessary to take into account not only the characteristics and features of the product itself but also budgets, target audiences, and promotion strategies.

Using the example of innovative banking products of Sber Bank, it was concluded that each product and its means of promotion should correspond to the specifics of the product and the state of the market. In addition, the prospects for improving the means of promoting innovative banking products on the Belarusian market were identified, such as using animation, organizing qualitatively new offline promotion events, introducing new formats of advertising spaces, and many others.

The scientific novelty of the research lies in the relevance of identifying the current peculiarities of promoting innovative products in the banking sector through marketing communication means on the Belarusian market.

Keywords: marketing communication, innovations, banking sector of the republic of Belarus, JSC «Sber Bank».