

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

SOKOLOV
Aliaksei Siarheevich

PROMOTION OF CYBERSPORT CLUB

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Maria A. Kizima
Senior Lecturer

Minsk, 2019

ABSTRACT

The goal of the thesis - to study the tools to promote the cyber sports club.

The object of the thesis research is the promotion of cybersport clubs.

The subject of the research of the thesis - opportunities and tools to promote cyber clubs.

The methodological basis of the thesis consists general scientific methods: the method of analysis and synthesis, the method of induction and deduction, and particular scientific methods used in sociological research (semi-structured interview). In the process of writing a thesis, the following results were released: the essence of the concept of cybersport was revealed; the history of the development of cybersport and cybersport clubs was described; the features of the use of the marketing complex by cybersport clubs.

The novelty of the results is due to the insufficient knowledge of the characteristics of promotion of the cybersport club.

Thesis materials can be used for practical purposes to promote projects related to cybersport subject matter.

Materials and results of the thesis were received from reliable sources and independently conducted theoretical and practical research.

Keywords: cybersport, cybersport club, promotion, marketing complex, positioning, product.