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**BRAND POSITIONING IN THE MARKET
(on the example of a printing house «Druk-S»)**

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of the thesis research is the brand. The subject of the research is brand positioning in the market. The aim of the thesis is to study the possibilities and directions of improving the brand positioning strategy. Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method), and methods used in conducting sociological research (polling method).

In the course of writing this thesis, the following results were obtained: the main positioning strategies were highlighted; studied tools for promoting a brand position; the current position of the brand «Druk-S» has been determined; defined the attitude of customers to brand «Druk-S»; identified the strengths and weaknesses of the brand «Druk-S»; found out what parameters are important when choosing printers; developed and proposed strategy for improving the positioning of the brand «Druk-S».

The scientific novelty of the results is due to the lack of clear positioning at the brand «Druk-S». The obtained results are characterized by ample opportunities for theoretical and practical application. Materials of the thesis can be used by company «Druk-S» in their marketing activities.

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

Key words: positioning, brand, promotion tools, positioning strategy, positioning steps, promoting, brand positioning, brand promotion.