

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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ORGANIZATION AND PROMOTION OF STUDENT SPORTS EVENTS

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Doctor of Philosophy in Philosophy

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ABSTRACT

The aim of the diploma thesis is to study international and Belarusian experience in the field of peculiarities of organization and promotion of student sport events, as well as further application of the gained knowledge in the implementation of the project "Amateur football tournament among BSU students".

The subject of the diploma work is international and Belarusian experience in the field of organization and promotion of sports events, and the subject of work is the organization and promotion of student sports events.

The methodological basis of the diploma thesis was formed by the method of analysis and synthesis, the method of induction and deduction, the project method.

In the process of writing the diploma work the definition of the concept of "sports and event marketing" was given, its types were considered, the potential of application in the sphere of organization and promotion of students' sports was revealed, the variants of application in the territory of Belarus were analyzed. The novelty of the obtained results is caused by the initial incompleteness of knowledge about the specifics of organization and promotion of student sports events in the territory of Belarus. The received results are characterized by wide possibilities of theoretical and practical application, can be realized in practice and are useful in organization and promotion of student sport events. The materials and results of the diploma work were obtained on the basis of reliable sources and independently conducted theoretical and practical works.

Keywords: sports marketing, event marketing, student sports, organization and promotion of sports events.