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**THE PROMOTION OF THE PRODUCTS
OF MACHINE-BUILDING ENTERPRISES
(on the example of JSC «MZKT»)**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is the tools for promoting machine-building products. The subject of the research of the thesis is the features of the use of tools for promoting the products of a machine-building enterprise. The purpose of the thesis is to study the priority tools for promoting the products of a machine-building enterprise. The methodological basis of the thesis was made up of general scientific methods: the method of analysis, the descriptive method and the method of comparison, as well as private scientific methods used in the social sciences (in-depth interviews, content analysis).

In the process of writing the thesis, the following results were obtained: the role of the machine-building field in the country's economy was determined; the essence of the tools for promoting machine-building products was revealed; the features of promoting machine-building equipment were described; the main trends in the development of the machine-building industry were determined; publications on the topic of the Minsk Wheel Tractor Plant were analyzed; the main strategies for promoting the products of the Minsk Wheel Tractor Plant were determined.

The novelty of the results obtained is due to the little-studied specifics of the promotion of machine-building products. The results obtained are characterized by wide possibilities of theoretical and practical application.

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

Keywords: industry, mechanical engineering, tools for promoting machine-building products, marketing communications, innovative engineering, marketing of machine-building products.