

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

LANINA Liubou Mikhailovna

**PROMOTION OF BELARUSIAN CREATIVE SPACES
BY MARKETING COMMUNICATIONS**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
Anastasiya V. Kirillova
Senior Lecturer

Minsk, 2021

ABSTRACT

The object of the thesis research is the cultural and creative spaces. The subject of the research is the promotion of Belarusian cultural and creative spaces by marketing communications. The aim of the thesis is to study the positioning and methods of promoting Belarusian cultural and creative spaces by marketing communications. 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 sociological research (content analysis).

In the process of writing this thesis following results were obtained: the term "service" was described as a complex concept, a definition of the service sector and the sphere of cultural services was given, the phenomena of marketing services and the promotion of creative spaces were considered, the main means of marketing communications were described and the means of marketing communications of Belarusian creative spaces were identified, an assumption is made about the successful promotion of creative spaces.

The scientific novelty of the results of thesis is due to the active development of creative spaces in the city of Minsk and the lack of knowledge about the successful promotion of their cultural services while maintaining economic stability. The obtained results are characterized by ample opportunities for theoretical and practical application. Materials of the thesis can be implemented in the educational process, as well as in the development of a strategy for the promotion of cultural services.

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

Key words: service, marketing of services, sphere of culture, creative space, means of marketing communications, positioning, market of services, market of cultural services, corporate.