

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

RADZIUSH Raman Ivanovich

STREAMING AS A MARKETING COMMUNICATION TOOL

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
Irina I. Ekadumova
Doctor of Philosophy in Political Science,
Assistant Professor

Minsk, 2021

ABSTRACT

The object of research in this thesis is marketing communications and the directions of their implementation. The subject of the study is streaming, which is used as part of the implementation of the marketing communications process in the organization. The purpose of this thesis is to study the overall level of effectiveness of streaming as an element of marketing communications and the direction of development of this branch of marketing communications in general. Within the framework of writing this thesis, we used methods of conducting market research using a survey and questionnaire, as well as methods of summarizing and analyzing data.

The study is a survey that includes three stream entries: a commercial stream entry on AliExpress, a blogger's stream entry, and a stream entry with explicit native ads.

The results obtained: the theory and practice of streaming as an element of marketing communications are investigated, the effectiveness of using streaming in marketing communications is evaluated, and the directions of its further development are considered.

Scope of possible application: in the course of the activities of organizations. And also as a training material in the process of obtaining education in the chosen specialty.

Keywords: marketing, marketing communications, video, stream, marketing activity, streaming, advertising, internet promotion, blogger, platform.