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**MARKET PROMOTION OF HIGH-TECH INDUSTRIAL PRODUCTS
USING THE VIDEO-SHARING SOCIAL NETWORKING SERVICE
TIKTOK**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The purpose of the work is to study the market promotion of high-tech industrial products using the video-sharing social networking service TikTok, as well as to develop scientific and practical recommendations in the field of improving the key parameters of marketing promotion of various products and services in the social network TikTok.

The object of the study is the social relations that arise in the sphere of market promotion of high-tech industrial products.

The subject of the study is the tools and the mechanism of market promotion of high-tech industrial products using the video-sharing social networking service TikTok.

The methodological basis of the study was the dialectical method of cognition. General scientific and special methods of scientific research were also used in solving the tasks set: analysis, synthesis, logical, comparative-legal, historical, system-structural, concrete-sociological and statistical, etc.

During the preparation of the master's thesis, the following results were obtained:

- The place of Internet technologies in the system of modern marketing communications was determined;
- The practice of using social networks as a tool for promoting goods and services to the market is considered;
- Features of media marketing of high-tech products are revealed;
- The analysis of the global media marketing market was carried out;
- The current state of the virtual market of high-tech products is considered;
- The state of product marketing in TikTok has been studied;
- Proposals have been developed to improve the tools and mechanisms for promoting high-tech industrial products to the market using TikTok.

The novelty of the results obtained is due to the little-studied features of the use of the TikTok for media marketing and marketing communications. The results obtained have significant possibilities for theoretical and practical application. The materials of the master's thesis can be used in the educational process, in research, as well as in the development of measures to improve Internet communication and media marketing of various producers.

The results of the master's thesis were obtained on the basis of reliable sources and independently conducted research.

Keywords: marketing communications, internet technologies, social media, high-tech products, virtual market, strategy of promoting, TikTok.