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**MARKETING COMMUNICATIONS IN THE VIDEO GAME INDUSTRY**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of the thesis is marketing communications in the video game industry. The subject of the research is the process of promotion and development of video games and companies producing them. The purpose of the thesis is to study marketing communications in the video game industry and identify patterns, as well as analyze the successes and failures of the largest representatives of the video game market. As a methodological basis for the thesis work, methods of comparative and analytical analysis, deduction and induction methods, methods of forecasting, studying and questioning were used.

In the process of writing the thesis, the following results were obtained: a study was made of the theoretical aspects of the formation, origin and development of the video game industry, the mechanisms involved in the promotion and advertising of the products of the video game industry, characteristics were given and the mechanisms of the processes that led to the events that influenced the development of the market were identified video games and its practices.

The novelty of the obtained materials is due to the current activity of the main players of the video game market analyzed in the context of the thesis work, its high degree of growth and dynamism, providing it with high prospects for further influence on the market of leisure facilities for the population. The results obtained as a result of the thesis are characterized by a high level of opportunities for practical application - the materials of the thesis can be used as part of the educational process, as well as in the context of work within the video game industry.

The results of the thesis work were obtained as a result of the use of reliable materials and self-conducted research.

*Keywords: video games, computer games, marketing, video game industry, promotion, advertising, video game developer, video game publisher.*