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**FORMATION OF A MARKETING COMMUNICATION STRATEGY
FOR A COMMERCIAL ORGANIZATION
(on the example of the sanatorium "Beryozka")**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of the study is the marketing of services (on the example of services in the field of health care: a division of the enterprise JSC "Belaruskali" - the sanatorium "Beryozka"). The subject of the study is the formation of a marketing communications strategy in the service sector (the sphere of recreation and health protection on a paid basis). The purpose of the thesis is to study the theory and practice of marketing activities of a commercial organization and, on this basis, to develop a marketing communication strategy for the Beryozka sanatorium, which provides services in the field of recreation and health protection.

Methodological basis: the work used general scientific methods (generalization, comparison, analysis), comparative analysis (analysis of the organization's financial activities as a factor in developing a marketing communication strategy), SWOT analysis, interviews, website content analysis.

The theoretical aspects of marketing services and marketing communications of a commercial organization were studied, the financial and economic situation of the sanatorium "Beryozka" of Belaruskali OJSC for the period 2020-2021 was analyzed, measures were proposed to improve the organization's marketing communications.

The materials used and the results of the thesis work are reliable. The work was done independently.

Key words: service marketing, marketing communications, marketing communications strategies, commercial organization.