

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

SERGEEVA Diana Valeryevna

**PROMOTION OF COMMERCIAL BRANDS IN ELECTRONIC
SOCIAL NETWORKS**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

Scientific adviser:
Natalia A. Elsukova
Doctor of Philosophy in Sociology,
Associate Professor

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ABSTRACT

The object of research of the thesis is social networks on the Internet. The subject of the research of the thesis is the features of the promotion of commercial brands in electronic social networks. The purpose of the thesis is to identify the features of the promotion of commercial brands in electronic social networks. The methodological basis of the thesis was the study and analysis of the works of domestic and foreign authors in the field of Internet marketing, the study of studies on this topic that were conducted earlier, their own sociological research (questionnaire survey).

In the process of writing the thesis, the following results were obtained: the main tools of communication in social networks were studied, the features of using social networks for commercial promotion were considered, the characteristics of commercial brands and tools for promoting commercial brands in electronic social networks were highlighted. Also, by conducting their own sociological research, the results were obtained reflecting the attitude of students to commercial advertising in electronic social networks.

The novelty of the results obtained is due to insufficient knowledge of electronic social networks and the possibilities of promoting brands in them. The obtained results are characterized by wide possibilities of theoretical and practical application.

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

Keywords: social networks, Internet, brands, commercial brands, advertising, promotion, communication, electronic social networks, promotion tools.