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**THE FOOTBALL CLUB'S COMMUNICATION POLICY IN THE DIGITAL
ENVIRONMENT AS AN EXAMPLE
DYNAMO-MINSKI**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of the master's thesis: to define and characterize the tools and directions of communication policy of a football club in the conditions of digitalization on an example of "Dynamo-Minsk", to define ways of its improvement.

The object of research of master's thesis - communication policy of football club. Subject of research of the master's thesis - tools and directions of communication policy of football club in conditions of digitalization of sports.

In the process of writing the master's thesis the following results were obtained: the concept and content of communication policy of a sports organization were considered; communications of modern football clubs were considered; peculiarities of the use of modern digital technologies in communication policy of football clubs were studied.

Novelty of the received results is caused by definition of specificity of application CRM at planning and realization of communication policy of football clubs; consideration of application of modern digital technologies in activity of FC "Dynamo-Minsk".

Key words: communication policy, football club, digitalization, tools of communication policy of football club, CRM-system.