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PROMOTION OF A MULTI-BRAND STORE
(on the example of the «Intimamoda» store)

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of study of the thesis is a multi-brand store. The subject of research of the thesis is the promotion of a multi-brand store. The purpose of the thesis is to study promotion using the example of a multi-brand store. The methodological basis of the work was the study and systematization of existing studies and publications of the following authors on this topic: F. Kotler, K. Sewell, T. Gad, D. Ogilvy, Sevostyanov I.O., Mann I.B., Ambrosov V.V., and as well as experience in marketing.

As a result, the following results were obtained: the concept of "promotion", its functions and goals was studied; promotion tools have been studied; Studied promotion strategies; studied the concept of "web site", types, stages of development, its maintenance; the distinctive characteristics of a multi-brand store were studied; the distinctive characteristics of a monobrand store were studied; a comparative characteristic of a multibrand and a monobrand was carried out; a website for the multi-brand store "Intimamoda" was created; launched targeted advertising on the created website for the multi-brand store "Intimamoda".

The novelty of the results obtained is due to the development of a promotion strategy for the multi-brand lingerie store "Intimamoda". The obtained results are characterized by wide possibilities of theoretical and practical application. Thesis materials can be used in the educational process, as well as in the development of promotion strategies for other multi-brand stores.

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

Key words: promotion, strategy, multi-brand store, multi-brand store promotion, target audience, targeted advertising, website