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DEPARTMENT OF PHILOSOPHY AND SOCIAL SCIENCES
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EVENT ORGANISATION IN THE FASHION INDUSTRY

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The aim of the thesis is to identify the possibilities of applying event management in the fashion industry.

The object of the thesis is a professional community engaged in the organization of event management in the fashion industry.

Subject of the thesis - features of event management in the fashion industry.

The methodological basis of the thesis is: analysis of information from theoretical sources, generalization, classification, comparison, as well as private-scientific methods used in social research (in-depth interview).

In the process of writing the thesis the following results were obtained: the concepts of "event-event", "marketing communications" were defined, the history of its development was traced, the main varieties of event management were identified, the peculiarities of their use in the fashion industry were described, the place of "event management" in the system of marketing communications was characterized, the main marketing communication technologies used in the promotion of events in fashion were identified.

The novelty of the obtained data is due to the lack of a comprehensive approach to the study of marketing communications in the fashion industry in Belarus. The obtained results are characterized by wide possibilities of application. The materials of the thesis can be used both in the educational process and in the development of plans for the use of event management in the fashion industry companies.

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

Keywords: event management, fashion industry: online event, marketing communications, promotion in the industry, special events.