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BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**STRATEGIES OF MARKETING COMMUNICATIONS OF AUTOMOBILE  
BRAND (on the example of Geely automobile brand)**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
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## ANNOTATION

The volume of the thesis is 45 pages and includes 16 images, 1 table, 1 appendix and 28 sources used.

**KEY WORDS:** MARKETING COMMUNICATIONS, STRATEGY, ADVERTISING COMMUNICATIONS, ADVERTISING, TARGET AUDIENCE, CAR BRAND, CAR, OUTDOOR ADVERTISING, BILLBOARD.

The object of the thesis is marketing communications of passenger cars.

Subject of the thesis - strategies of marketing communications of automobile brands in the car market of the Republic of Belarus in Minsk.

The purpose of the thesis is to identify the strategies of marketing communications of automobile brands on the basis of the study of Geely advertising activity.

The methodological basis of the thesis was formed by general scientific methods (analysis and synthesis, observation, comparison, method of induction and deduction), as well as special research methods (content analysis).

In the process of writing the thesis the following results were obtained: the concepts of marketing and advertising communication were considered, the key indicators influencing the choice of car buyer were determined, definitions of the terms: car brand, model brand, car corporation were proposed, which allowed to systematize the terminology, the principles of development of marketing communication system of car corporations were given, the visual analysis of advertising communication of Geely car brands in comparison with Renault was carried out, the demonstrated results were analyzed.

The novelty of the obtained results is due to the lack of research data regarding marketing communication strategies of automobile brands in the market and the influence of these strategies on the successful communication of the brand and the buyer as a whole.

The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as by advertising specialists in the creation of more effectively perceived advertising images.

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