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SPECIFICS OF PROMOTING ARTIFICIAL STONE PRODUCTS

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the strategy and tactics of promoting goods and services in the market. The second chapter is practical, which describes the practice of promoting goods and services of the Major Stone company. The volume of the thesis is 55 pages and includes 5 illustrations, 3 tables, 1 graph, 3 appendices and 37 sources used.

Key words: promotion, marketing communications, electronic social networks, target audience, segmentation, advertising.

The object of the thesis is the promotion of marketing communications in electronic social networks.

The subject of the thesis is types of marketing communications: advertising, sales promotion, personal selling, loyalty programs.

The purpose of the thesis is to create a holistic understanding of the features of promoting artificial stone products on the Internet.

The methodological basis of the thesis was the general scientific method - content analysis, as well as the comparison method.

In the process of writing the thesis, the following results were obtained: the concepts of promotion, target audience and segmentation, marketing communications and advertising were considered; analyzed the impact of neuromarketing techniques on the company's advertising posts on the social network Instagram; a content analysis and comparative analysis of the website and Instagram account were carried out.

The novelty of the results obtained is due to the lack of research on the specifics of promoting artificial stone products on the Internet.

The results obtained are characterized by wide possibilities for theoretical and practical application. The thesis materials can be actively used in the work of the Major Stone company, to create more effective advertising campaigns and to achieve better results.

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