

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

MAKSIMOVICH Lizaveta Andreevna

**ANALYSIS OF THE EFFECTIVENESS OF OFFLINE AND ONLINE
MARKETING COMMUNICATIONS CHILDREN'S ENTERTAINMENT
CENTER "YETI AND CHILDREN"**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology,
Igor V. Pinchuk

Minsk, 2024

ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical foundations of marketing communications, including online and offline marketing communications. The second chapter is practical, in which the analysis of marketing communication of YETI and CHILDREN CEC. The volume of the thesis is 76 pages and includes 27 illustrations, 9 tables, 6 appendices and 58 sources used.

Keywords: marketing communications, online communications, offline communications, website, outdoor advertising, children's entertainment center, Instagram social network, communication improvement.

The object of research of the thesis is marketing communications of YETI and CHILDREN CEC.

The subject of the thesis is the analysis of the effectiveness of offline and online marketing communications.

The purpose of the thesis is to offer recommendations on improving marketing communications based on the analysis of the effectiveness of offline and online marketing communications of YETI and CHILDREN CEC.

The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of comparison, the descriptive method, as well as private scientific methods used in conducting marketing research (the method of content analysis).

In the process of writing the thesis, the following results were obtained: the concept and essence of marketing communications were considered; the main types of marketing communications were presented; the company's promotion strategies were characterized; the general characteristics of the organization were presented; the description and analysis of offline marketing tools of YETI and CHILDREN CEC was carried out; the description and analysis of online marketing tools of YETI and CHILDREN CEC was carried out CHILDREN"; recommendations for improving marketing communications of YETI and CHILDREN CEC are proposed

The novelty of the results obtained is due to the lack of an integrated approach by the marketing specialists of YETI and CHILDREN CEC to the perception of photo and video content published in Instagram accounts by the target audience. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in the development of marketing communication for children's entertainment centers.

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