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**PROMOTION STRATEGIES IN THE SPORTS SPHERE  
(ON THE EXAMPLE OF THE BICYCLE CLUB «MINSK»)**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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## ANNOTATION

The structure of the thesis consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the phenomenon of promotion strategies in the sports sphere. The second chapter is theoretical, it reveals the specifics of promotion strategies in the sports sphere, and also describes the stages of analysis of promotion strategies of the Minsk cycling club, demonstrates the process of developing SWOT, PEST analysis and expert interviews. The volume of the thesis is 43 pages and includes 4 illustrations, 6 tables, 2 appendices and 29 used sources.

*Key words: marketing strategies, sport, strategies, sports club, promotion strategy, sports marketing.*

The purpose of the thesis is to study promotion strategies in the sports sphere (using the example of Minsk Bicycle Club LLC).

The object of this work is the sports sphere.

The subject of the thesis is promotion strategies in the sports sphere using the example of Minsk Bicycle Club LLC.

In the process of writing the thesis, the following results were obtained: the concepts of the basics of promotion strategies were considered and the characteristics of strategies in the field of sports were given; a general description is given and the specifics of promotion strategies in the sports sphere are revealed; the main promotion strategies of the Minsk cycling club are analyzed; SWOT and PEST analyses are compiled; an expert interview with the head of the Minsk cycling club is conducted; a general description of promotion strategies and recommendations for their application are given.

The novelty of the obtained results is due to the lack of research on the role of promotion strategies in the sports sphere.

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

The materials of the thesis can be useful to persons involved in sports marketing, development of promotion strategies, marketing specialists, can be used in the educational process, within the framework of the disciplines "Marketing."