

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

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**ADVERTISING COMMUNICATION AS A TOOL FOR PROMOTING
CHINESE FOOD BRANDS TO THE BELARUSIAN MARKET**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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ANNOTATION

The master's thesis contains: 58 pp., 9 figs., 20 tables, 46 sources, 1 app.

The object is the Gan Bei cafe chain.

The subject is advertising communications of the Gan Bei cafe chain.

The purpose of the work is to develop measures to increase the customer base using the example of the Gan Bei cafe chain.

Research methods: methods of analysis and synthesis, economic analysis, methods of statistics and expert assessments.

Research and development: theoretical foundations of advertising communications are revealed, the analysis of the application of advertising communications in the catering network is carried out, and the directions of further development of advertising communications are presented.

Elements of scientific novelty: features of the advertising promotion of Chinese catering enterprises in the Belarusian market are revealed.

Field of possible practical application: effectiveness of the company's new advertising and communication capabilities is calculated.

The author confirms that the analytical material presented in it correctly and objectively reflects the state of the process being studied, and all theoretical, methodological and methodological provisions and concepts borrowed from literary and other sources are accompanied by references to their authors.

Keywords: marketing, communications, advertising, advertising communications, promotion, effectiveness, advertising campaign.