

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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MEDIA PLANNING OF TELEVISION ADVERTISING CAMPAIGN

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, covering aspects of advertising campaigns and their key elements. The second chapter focuses on the is theoretical foundations of media planning and advertising media. The third chapter is practical, describing the specifics of planning an advertising campaign for RUE «Beltelecom». The volume of the diploma work is 50 pages and includes 22 illustrations, 3 appendices and 78 sources used.

Keywords: media planning, advertising campaign, advertising media, television, media plan.

The object of the diploma work is a television advertising campaign.

The subject of the work is media planning for television advertising campaign, using the advertising campaign of RUE «Beltelecom».

The aim of the diploma work is to develop a media placement strategy and create media plans of the television advertising campaign of RUE «Beltelecom».

Methodological basis of the diploma work was constituted by general scientific methods of analysis and synthesis, comparison and generalization, descriptive method, as well as expert evaluation.

In the course of writing this diploma work the following results were obtained: the concept of an advertising campaign was examined; the main stages of an advertising campaign were identified; the key elements of an advertising campaign were outlined; various approaches to defining the concept of media planning were reviewed and the main stages of the media planning process were described; the primary advertising media were identified; the advertising campaign promotion for RUE «Beltelecom» were analyzed; a media plan was developed, and performance evaluation metrics for RUE «Beltelecom» advertising campaign were proposed.

The scientific novelty of the results stems from the scarcity of practical case studies on media planning for a television advertising campaigns within the Belarusian media market. The findings have significant potential for both theoretical and practical applications. Materials of the diploma work can be used in the educational process and for planning future advertising campaigns.

The materials and results of the diploma work were obtained through the study of reliable source and analysis of media metrics.