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**EVENT MARKETING
AS A SERVICE PROMOTION TOOL
ADDITIONAL EDUCATION**
(using the example of the Kontakt Center for Additional Education of
Children and Youth in Minsk)

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology
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ANNOTATION

The thesis consists of an introduction, three chapters and a conclusion. The first chapter is devoted to the essence and objectives of event marketing, its types and tools are considered, and the role of event marketing in the brand promotion strategy is defined. In the second chapter, the characteristics of the Kontakt center were given. It describes its mission, goals and areas of work, as well as the main programs offered to students. Specific examples of successful application of event marketing in the center's activities are given. The third chapter contains the research results based on in-depth interviews with event organizers at the Kontakt Center for Additional Education of Children and Youth in Minsk. The volume of the thesis is 41 pages, 2 appendices and 16 sources used.

Keywords: event marketing, additional education, event events, social networks.

The object of the thesis is event marketing as a service promotion tool.

The subject of the thesis is the impact of event marketing on attracting attention to additional education events and generating interest in cultural education among children and youth.

The purpose of the thesis is to analyze the effectiveness of event marketing as a tool for promoting additional education services at the Kontakt Center for Additional Education of Children and Youth in Minsk, as well as to develop recommendations for improving the practice of cultural education and attracting young people.

The methodological basis of the thesis was made up of general scientific methods and private scientific research methods (in-depth interview).

In the process of writing the thesis, the following results were obtained: the phenomenon of event marketing as a service promotion tool was investigated, the types and tools of event marketing were analyzed, as well as their role in the brand promotion strategy. The specifics of the application of event marketing in the Kontakt Center for additional education were also considered. As part of the study, the in-depth interview method was studied.

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