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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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PROMOTION OF CULTURAL EVENTS

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The aim of the graduate thesis is to research the process of cultural events promotion on the example of the Jewish Culture Day and “CityHanukah”.

The object of the graduate thesis research is the cultural event. The subject of the research are the method and tools of cultural events promotion. Methodological basis of the graduate thesis was constituted by general scientific methods: the method of analysis and synthesis, induction and deduction method, the analysis of documents and methods used in sociological research (the interview method).

The scientific novelty of the results of graduate thesis is detection of the lack of integrated approach to the determination of cultural event, and to its promotion methods. The obtained results are characterized by ample opportunities for theoretical and practical application. Materials of the graduate thesis can be implemented in the educational process, as well as in the cultural event organization and marketing communication strategy planning.

In the course of writing this graduate thesis, following results were obtained: key concept features of cultural event were defined; possible aims and tasks of cultural events, that can affect the aim of marketing communication strategy, were studied; also, main features of event internal organization were defined; main features of cultural event as a service were identified; an approach to cultural event promotion was produced; possible risks and defects of cultural event promotion were designated.

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

Keywords: cultural event, cultural events aim, cultural events classification, event, marketing communications, promotion, cultural events promotion, service marketing, event organisation, event marketing communication structure.