

**MARKETING COMMUNICATIONS IN BELARUS**

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In current marketing, the company's communication with customers seems even more important than forming a product, setting the optimal cost for it and ensuring its accessibility to target customers. It is relevant to consider well-established principles of the state, its culture, uniqueness and lifestyle of its population, otherwise any marketing strategies are meaningless, hence, segmentation is the foundation for the development of marketing communications enabling to obtain the essential information on the socio-economic and psychological characteristics of the company's target audience [1]. Integrated marketing communications is a particular planning concept aimed at evaluating the strategic roles of each area and find an appropriate combination of them in order to improve communication programs with clients [2].

Since the beginning of the 21st century, the state of things in respect of marketing communication market of the Republic of Belarus has been characterized as follows: the number of advertising agencies has increased, new TV channels, radio stations and print media as well as new media technologies, and technical capabilities of national information agencies have been introduced [3]. According to a brief evaluation of the advertising market in Belarus, it can be assigned the status of a developing one. Among business areas that contribute to marketing communications, one can specify the development of markets for food, engineering products, banking services, innovative technologies, building materials and construction services, pharmaceuticals, tourism, communications, etc. Advertising, often identified as the primary component of marketing communications, is divided into types. Advertising on television is the most preferred method of communication chosen by national manufacturers since 99% of the Belarusian population uses television services in one way or another. The next popular type is advertising in print media

which is still widely used in the Republic of Belarus due to an increase in the number of magazines and periodicals, an increase in the quality of printing, and the low cost of advertisements in the Belarusian mass media – a heavyweight attraction for advertisers and advertising producers. The third type is outdoor advertising including advertising on transport which is currently used by 80 different organizations. And the remaining type is the Internet engaged by more than half of the population of the Republic of Belarus. Like any branch of the economy, marketing communications in our country have a number of problem areas. Belarusian advertising service market is dominated by development competition which is different from competition in developed countries. More attention is devoted to the price fight than to the quality of the performed work and the staff proficiency. Belarus also needs to develop representative advertising. The President of the Republic of Belarus considers: "Our work on the Internet is extremely weak in terms of image resources for product promotion. It is necessary to create an exporter's face in the network that would arouse the interest of partners. Today we are already late with this, and tomorrow it will be completely late." Another important problem is the low cost of advertising. In other countries, the cost of advertising is more than 100 US dollars, while in Belarus it is 5-10 US dollars [4].

Summarizing all the above, we conclude that although Belarusian advertising market uses all kinds of information dissemination tools and the number of marketing communication tools has grown significantly, Belarus still lacks elaborate advertising campaigns.

### **References**

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