

Реферат магистерской диссертации

The theme of Master's thesis: Marketing promotion strategy of special activities in the field of culture (example - "Velodom Caucasian Mineral Waters (CMW)", Pyatigorsk)

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The relevance of the research topic: special activities instead of the traditional are increasingly held in the cultural institutions. Special activities become the complex forms of such institutions and need some special methods of promotion. It is necessary to create a marketing strategy. The majority of cultural workers are not familiar to the rules of drawing up a marketing promotion strategies of special events. As a result, the effectiveness of special events is reduced, and cultural institutions are losing the loyalty of the public and potential profit. That's why, the relevance of this research depends on the fact that it creates unique development aimed at training specialists in the field of culture, creating an effective strategy to promote special activities

Goal of the research: to develop a marketing promotion strategy of special activities in cultural sphere.

Objectives of the research:

to explore the concept and types of marketing promotion strategies;

to study the features of application of marketing strategies in cultural institutions;

to identify the features of special events;

to analyse the festival as the special events in cultural institutions;

to consider the characteristics of the CMW Festival of cycling as a special event in the framework of the activities of cultural institutions in the tourist center "Velodom";

to make a project of promotion of special events in the socio-cultural sphere (example CMW Festival of cycling, 2017).

Scientific hypothesis: the effectiveness of creating the marketing promotion strategy of special activities in the cultural sphere largely depends on the systematization of its elements and the work of staff in the cultural institutions.

Research novelty:

briefly showed the features of marketing promotion strategies for the most important preferences ;

identified specifics of the promotion of cultural institutions in Pyatigorsk;
revealed the whole range of special events in the sphere of culture;
determined the assess methods of special activities in the field of culture;
analyzed the strategy of promotion of the CMW Festival of cycling, 2016 as a special event in the sphere of culture ;

created a marketing promotion strategy of special activities in the field of culture as a unique development of the reseacher.

The main findings of a Master's thesis to be defended: special activities in the sphere of culture have some features in creating of marketing promotion strategies; In the sphere of culture, commercial institutions have great opportunities for marketing promotion of special events; The systematization of knowledge about creating of a marketing promotion strategy of a special event in the sphere of culture will increase its effectiveness.

Theoretical and practical significance of the research: The theoretical significance lies in the fact that the studies carried out in Chapters 1 and 2 can be used in the training courses "Management of Social and Cultural Activities". The practical significance of the research is to create a brochure on the creating of an effective strategy for promoting special events in the field of culture.

The results of the research: publication of brochure in creating of effective marketing promotion strategy of special events in the cultural field.

Recommendations: it is necessary to train cultural workers the rules of cteating marketing promotion strategies of activities organized in them. As a result, the participants of the design development created within the framework of this reseach will conduct master classes and publish a brochure.