

## **Annotation**

**Theme of final qualifying work:** «Marketing as an element of the sociocultural organization management system (on the example of the state institution «Museum of M. Lermontov»»).

**The author of the final qualifying work:** Mnatsakanyanc Tigran.

**Scientific supervisor of the final qualifying work:** candidate of pedagogical science Yulia Dmitrieva.

**Organization:** State budgetary institution of culture of the Stavropol territory «Museum-reserve of M. Lermontov».

**The relevance of the research topic:** the decline in the level of state funding for the cultural sector, the instability of emerging sponsorship, charity and patronage, and the unpredictability of audience behavior, including due to the development of the commercial leisure sector, have caused a whole range of problems in the sphere of socio-cultural activities. The change in the priorities of state policy in the field of income distribution has put the socio-cultural sphere in an extremely difficult financial situation. This circumstance forces institutions to look for ways to improve management efficiency and develop a strategy in the field of marketing and market research.

The objective of the final qualifying work: study of the use of marketing as an organization management system by the management of the state museum-reserve M. Lermontov and identify proposals for improving the management of the institution based on marketing.

### **Tasks:**

1. To study of the essence and concept of marketing as an element of the sociocultural sphere;
2. To analyze the features of marketing research in the socio-cultural sphere;
3. To study the types of marketing activities in social and cultural institutions;

4. To investigate the features of the state budget institution of culture of the Stavropol territory state budgetary institution of culture «Museum-reserve of M. Lermontov»;

5. To analyze the marketing system in the state cultural institution state budgetary institution of culture «Museum-reserve of M. Lermontov»;

6. To search ways to improve marketing management in the state budgetary institution of culture «Museum-reserve of M. Lermontov».

**The theoretical and practical significance of the work:**

*The theoretical significance* lies in the analysis of the concept of "marketing", the differentiation of commercial and sociocultural activities, the study of the theory of methods, moves, forms and technologies of marketing in a cultural institution.

*The practical significance* lies in the development of a number of recommendations to improve the effectiveness of the marketing environment of the museum-reserve.

**The study results:**

Drawing up a list of recommendations aimed at improving the quality of the image and marketing policy of The M. Lermontov museum-reserve.