

## ABSTRACT OF THE MASTER'S DISSERTATION

**Theme of the master's thesis:** "New technologies for promoting the museum product (on the example of the State literary-memorial and natural museum-reserve AS Pushkin" Boldino ")".

**The author of the master's thesis:** Davidova Alena Vyacheslavovna.

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**Information about the contracting authority:** Municipal budgetary cultural institution of Bolsheboldinsky municipal district of the Nizhny Novgorod region "The State literary-memorial and natural museum-reserve AS. Pushkin "Boldino" »(hereinafter - the Pushkin Museum-Museum" Boldino "), located at: ul. Pushkinskaya, 144, p. B-Boldino, Nizhny Novgorod region., 607940.

The relevance of the research topic is determined by the objective need to approve the new socio-cultural role of the modern museum, as well as the lack of study of the specifics of museum marketing, designed to strengthen the traditional forms of museum management and promote the most effective promotion of museum products with the help of new technologies.

**The purpose of the work:** to justify the need to use new technologies to promote museum products.

**Objectives:** to reveal the essence, goals, tasks and functions of museum marketing; To study the features of the functioning of modern museums and the specifics of the museum product; To study the organization of marketing activities of a modern museum; To generalize the best practices of applying new technologies and methods of promoting the museum product; Give a general description and analyze the performance of the State Literary-Memorial and Natural Museum-Reserve A.S. Pushkin "Boldino"; To develop a draft marketing campaign aimed at the formation and promotion of the brand "Boldino" with the help of new technologies.

Hypothesis: the development of a modern museum that integrates the qualities of a non-commercial organization and the institution of socially oriented commercial activity will be more progressive if the museum's leaders understand the specifics of museum marketing enriching the traditional forms of museum management and using new technologies for promoting the museum product.

**Scientific novelty:** the analysis of scientific and journalistic literature related to the topic of the dissertation made it possible to identify the lack of materials devoted to museum marketing. The scientific novelty of the project is due to the uniqueness of the chosen view of the research and is to develop a draft marketing campaign aimed at the formation and promotion of the brand "Boldino" with the help of new technologies. The marketing campaign will ensure the solution of important tasks: preservation and promotion of cultural resources of a unique cultural heritage site; The emergence and use of new opportunities for social and economic development of the Bolsheboldinsky area, as well as the factors shaping its special cultural and tourist specialization.

**Theoretical and practical significance of the research:** the scientific provisions described in the study and the conclusions can serve as theoretical grounds for the probation of new technologies for promoting the museum product. The project of the marketing campaign aimed at the formation and promotion of the brand "Boldino", developed by the author of the master's thesis, can be realized in practice within the framework of the State Literary-Memorial and Natural Museum-Reserve A.S. Pushkin "Boldino". The materials of the thesis can be used to develop textbooks, lecture courses and special courses on "Museum Marketing" for bachelors, specialists and undergraduates of universities.

**Results of the study.** Analyzing and evaluating the practice of applying new technologies in the promotion of museum products, we concluded that technologization is one of the leading trends in the modernization of museums and an important tool for achieving strategic development goals. For the complex solution of the problems of the museum-reserve development A.S. Pushkino

Boldino we developed a project of a marketing company aimed at the formation and promotion of the brand "Boldino". As a result: the potential of the Bolsheboldinsky district of the Nizhny Novgorod region was evaluated and the rationale for the formation of the Boldino brand

was assessed; The main directions of the marketing company promoting the brand "Boldino"; Given the rationale and recommendations for the use of modern technologies for the promotion of the brand "Boldino".

**Recommendations.**

We consider it necessary to use modern technologies to promote the brand "Boldino", namely: multimedia technologies; Virtual reality technologies; New PR-technologies (crowdsourcing, crowdfunding, folksonomiya, smartmoby and flash mobs, network fundraising).

In order to bring the brand "Boldino" to a new qualitative level and ensure its sustainable competitiveness, we propose to enter the position of marketer, web-designer and PR-specialist in the museum-reserve staff.

The implementation of the developed marketing campaign will increase the attendance of municipal museums in Bolsheboldinsky district and will help attract investments for the development of the tourism infrastructure of the Bolsheboldinsky district.