

SUMMARY

Theme of final qualifying work: "TECHNOLOGY OF THE SHOE STORE PROMOTION BY ADVERTISING AND MEANS OF PR".

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The relevance of the research topic is determined by the necessity to study and analyze the current trends and development prospects of the Russian Shoe market as well as to learn the technology of Shoe store promotion by means of advertising and PR.

Object of research supports the promotion of the Shoe store advertising and PR. **The subject of the study** supports methods, technologies, advertising and PR-events and activities, scenarios and equipment customer service at the highest level, contributing to the promotion of a Shoe store on the example of footwear store «Fashionable style» in the town Georgievsk.

The purpose of final qualifying work is to analyze the technologies of Shoe store promotion and advertising.

The Scientific-theoretical and practical importance of the given research involves the analysis of the controversial and dynamic phenomena as Shoe business. Shoe business is impossible without understanding the marketing principles, as well as the theory and practice of public relations. In this regard, the achievement of the objectives of the study and the successful solution of these tasks involves the synthesis of systematic, comparative, structural-functional analysis. The conclusions of our work create a theoretical basis for further study of major trends and specifics of a Russian footwear market development. The materials and conclusions can be used as recommendations to the owners of stores. Research materials can be used in the educational process by teaching «Theory and practice of public relations» and «Marketing research in the sphere of PR».

The structure of the work is subordinated to the tasks of research and includes an introduction, two chapters, 4 sections, conclusion, bibliographical list. The total amount of work is 65 pages.