

SUMMARY

Subject matter of the dissertation: Marketing tools in promotion of cultural products (as an example: shopping and entertainment centre «Gallery», the city of Pyatigorsk).

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Customer organization: shopping and entertainment centre «Gallery»

Topicality of the research. Sociocultural activities of shopping and entertainment centres is a rather new phenomenon. Modern shopping and entertainment centre, performing its duties, takes the social responsibility and satisfies leisure needs of society. In other words we can see the trinity of society, business and culture.

The four main tools of promotion are: advertising, sales promotion, public relations, and direct marketing. Therefore, cooperation with media, mutual relationships with partners, using SMM (social media marketing) and CRM (customer relationship marketing) have a special importance.

However, there is no system approach to promotion of cultural events in the majority of shopping and entertainment centres in Russia. So it is necessary to develop the practical aspects of promotional mix in marketing strategy of shopping and entertainment centres.

Objective. The improvement of marketing strategy of shopping and entertainment centre «Gallery».

Tasks:

1. To define concept of «cultural product», «promotion of cultural product», and «marketing of cultural products» and the specifics of their application in the cultural area of activity.

2. To study specifics of marketing of cultural products.

3. To consider basic tools and technologies of promotion of cultural products.

4. To characterize shopping and entertainment centres as a subject of marketing of cultural products.

5. To analyze foreign and Russian experience of marketing tools using in promotion of cultural products in shopping and entertainment centres

6. To explore the promotion of cultural products in shopping and entertainment centres of Pyatigorsk including «Gallery»

7. To develop the guidelines of improvement of marketing strategy in the shopping and entertainment centre «Gallery»

Theoretical and practical significance of the research. The conclusions and recommendations of the research can be of interest for specialists of cultural institutions involved in marketing communications. The research can be applied in teaching management of sociocultural activities, culturology, sociology, marketing.

Practical propositions can be taken as a basis for social responsibility policy of shopping and entertainment centres. The guidelines can be used by the Department of marketing of the shopping and entertainment centre «Gallery» to improve marketing strategy.

Results of the research: guidelines of improvement of marketing strategy in the shopping and entertainment centre «Gallery»

Recommendations. The guidelines of improvement of marketing strategy in the Shopping and Entertainment Centre «Gallery» are the main result of master's dissertation:

- to use CRM (customer relationship marketing) based on databases;
- to carry out co-marketing activities (in collaboration with the Council of women of Pyatigorsk, off-road club «4x4 CMW», sport clubs «Double Dragon» and «LUDUS TEAM»);
- to expand the map of events due to the unique cultural and entertainment activities (contest «Miss and Mister Gallery», flight in a hot-air balloon, donuts eating contest, fitness convention, open-air festival, Gallery Fashion Week, The Birthday of Gallery);
- to develop the social responsibility (fan-zone, bicycle parking).