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2. Планирование сбытовой деятельности на предприятии
(на примере ООО «Теплый город»)

3 Subject matter: Planning of marketing activities at the enterprise (on the example of LLC «Teply Gorod»)

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Topicality of the research: Lack of research of a condition and directions of development of the social advertising, inadequate scanty professional labor supply, absence of scientifically reasonable programs and recommendations for creation and placements of effective social advertising.

Objectives of the research: Identification of genre features of social advertising, the analysis of the most authentic problems of the region and their reflection in social advertising.

The tasks of the research:

- analysis of genre and typological features of social advertising
- studying of legal aspects of functioning of social advertising, regulation of its placement;
- study of outdoor social advertising and its place in the general advertising stream;
- investigation of existing social problems of the Caucasian Mineral Waters Region;
- uncovering of features of social advertising of the region ;
- development of recommendations about placement of social advertising in the urban space .

The theoretical and practical significance of the research: An analysis of the modern theoretical and methodological basis for planning marketing activities, and logistics processes is necessary to determine the specifics of the economic crisis and the processes that regulate the dynamics and culture of marketing and of ways to stop them. In the conditions of dynamic development of processes on the

market, any enterprise needs to produce goods that have uniqueness and high monetary equivalent, to establish the necessary audience of consumers and to identify their needs, to establish the right choice and to find a way of satisfying customers' requests and to form a dynamic development of the entity's essence in marketing.

The results of the research. In this paper, were studied the problems of marketing activity of the organization, its typology, algorithm, mechanisms. The marketing system of the "Teply Gorod" was discovered and considered, where the reasons were found and recommendations for improving the marketing technology were formulated.

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