

## SUMMARY

**Theme:** « Features of brand promotion in the Internet (for example, brand promotion Pyatigorsk state University)»

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**Key words:** brand, promotion strategy, PR-Technologies, the brand of the University, target audience.

**Relevance** of the research topic is increased interest in PR-specialists branding on the Internet, because the Internet is widely used in public relations with the purpose of increase of prestige of the organization or company, product or services. Both public and commercial organizations need not only to inform about its activities, as well as in the formation of a positive public perceptions of it, where the important support target audiences, the media and users of social networks. Therefore, the issue of brand promotion on the Internet care professionals should pay close attention to what makes this topic highly relevant.

**The object** is a brand as a form of advertising on the Internet.

The subject of research of technology to promote brand in social networks.

**The aim** of the study is to determine the aspects of brand promotion in social networks.

Objectives of the study:

- to identify characteristics and features of the brand in the Internet;
- to analyze metalov and strategies, brand promotion in the Internet;
- to explore the tools of brand promotion in the Internet;
- to develop a project to promote the University brand on the Internet (for example, brand promotion Pyatigorsk state University).

**Theoretical and practical significance** of the research consists in possibility of application of the provisions and conclusions of the thesis in universities in courses on advertising, public relations and journalism. Theoretical significance of qualification work is that the prisoner in her theoretical analysis allows to define more precisely the problem of Internet branding in terms of advertising activities of organizations interested in the promotion of goods, services, companies and organizations in achieving marketing success.

**The research results.** Given the objectives of formation of the University as innovative and entrepreneurial, it can be argued that the momentum of the brand – "University that opens the world!", requires the implementation of comprehensive measures focused PR support to the most attractive media of the directions of research and development and social initiatives (e.g. social entrepreneurship) in the specialized media.

It should be noted that the proposed strategy implies a high level of synergy of values and information, denounced to the audience through Internet technologies:

- using sites
- advertising materials sites of the University in social networks
- a series of measures aimed at ensuring the involvement of stakeholders in communication with the University (both offline and online), etc.

Play a vital role in the implementation of this strategy proactively work with committed to the values of the University opinion leaders. Accordingly, the functionality of a centralized unit, which is engaged in the promotion of the University brand should involve the aggregation and creation of information content, as well as PR.