

SUMMARY

Topic: The application of aroma design as an instrument of PR in business (on the basis of Jewellery House «Boje»).

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Relevance of the Studies: Due to the fact that traditional marketing tools become less -effective with time, players in this field are constantly forced to turn to innovative sales promotion technologies such as aroma design.

Goal: The goal of the research paper is to analyse the various methods of aroma design application in jewellery stores, taking Jewellery House «Boje» as an example.

Problems: In order to achieve the stated goal the following has to be completed:

- Research the «aroma design» phenomenon and practical methods of application;
- Identify the specific features of aroma design application in PR;
- Identify the specific features of aroma design application in jewellery stores;
- Develop proposals for aroma design application in Jewellery House «Boje».

Theoretical and Methodological Basis of the Research: In order to achieve the goal and objectives of the research paper, a synthesis of systematic, relational and structural-functional analysis is optimal. Special attention has to be given to analogy, induction and deduction methods.

Theoretical and practical significance of the research. The theoretical significance of the research is the fact that the output may be used to create a theoretical base for the practical usage and further research of the trends and features of sensory marketing.

The practical significance of the research is that the proposed material and conclusions may be used as recommendations for employees working in the jewellery business, marketing and PR agencies. The research may be used in the higher education system as part of the «Branding» and «PR» disciplines.

Approbation of work: The results of the research were presented at the interuniversity scientific conference «Young science-2013». The topic «Aroma design usage in recruiting agency offices on the basis of «Personal Service » Ltd. » was

presented.

The Structure of the work: Based on problem resolution and the following structure: introduction, 2 chapters, consisting of 4 paragraphs, conclusion, bibliography of literature, consisting of 84 sources. Total amount of work - 72 pages.