

## Summary

**Subject matter:** The improvement of the practice of marketing management of the territory of a municipal formation (on the example of Predgorny Municipal district, Stavropol territory).

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**Topicality of the research.** The emergence of the market economy in Russia, the expansion of the Russian regions into the world markets objectively determine the need for the rise in competitiveness of the territories, the main instrument being territorial marketing. Economic and social transformations carried out in Russia objectively ask for the introduction of changes in the methodology and practice of territorial management.

The realization of the territorial marketing will enable one<sup>^</sup>

- to determine the role and tasks of the subject of management adequate to the new conditions of the economic life;
- to use principally new methods and instruments of territorial management;
- to conscientiously use the competitive advantages of the territory, competently position and skillfully promotion the information about the territory;
- to combine in the management process the achievements of the social, commercial and budgetary goals of the territorial development.

An additional aspects of the topicality of the research is its commercial potential.

**Objective of the research** is the development of project the recommendations on the improvement of the practice of marketing management of the territory of Predgorny municipal district, Stavropol territory.

### Tasks:

1. to study territorial management, to determine its essence and objects;
2. to examine the possibilities of using a marketing approach;

3. to characterize territorial marketing in the system of municipal administration, and namely the notion subjects and strategies;

4. to study the socio-economic situation in Predgorny municipal district, Stavropol territory;

5. to conduct the analysis of the practice of marketing management in Predgorny municipal district, Stavropol territory;

6. to substantiate the use of marketing strategy of management of Predgorny municipal district;

7. to propose the ways of the improvement of the practice of marketing management of Predgorny municipal district.

**Results of the research:** To realize the effective marketing management in Predgorny municipal district it is essential to plan a complex of marketing measures, whose conduct will ensure the effective making of all kinds of management decisions.

To this end one has to form the structure of the municipal marketing of Predgorny district which consists of several main stages.

Stage 1 – marketing monitoring of PMD.

Stage 2 is connected with the development of the mission statement of Predgorny district and marketing goal setting of the development of Predgorny municipal district.

Stage 3 – segmentation of the municipal markets and analysis of their appeal.

Stage 4 – positioning of the territory of Predgorny municipal district.

Stage 5 – setting up of a specialized service of territorial marketing of Predgorny municipal district.