

SUMMARY

The theme of the given work is "Particular qualities of formation and development of the brand in the regional market (based on the practice of public corporation "Kholod").

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Relevance of the research issue: The relevance of the topic is due to low degree of development of branding in Russia. Primitiveness of branding in Russian companies is a weak point against Russian manufacturers offer huge import of products of the recent.

This problem is caused by the fact that the issues of formation and promotion of the brand are not well developed in this country, and the available publications on the topic in the field, as a rule, are relevant to the specific issues of brand promotion and do not provide a holistic view of the entire process of promotion and the relation to its parts. Also there is no integrated technology and brand promotion, which proved itself to viability.

Formation and development of branding in Russia is intended to contribute the growth of competitiveness of Russian products, because product with successful brand doesn't have necessity in advertising. Only the availability of product on the shops is a reminder of the positive image formed in the mind of the buyer and, of course, an successful provided advertising of the product, which gives him a certain superiority over similar products from other manufacturers.

The purpose of the work is study of the theoretical and methodological foundations of the process of formation and development of the brand on a regional level, the development of proposals to improve the process.

Theoretical and methodological basis of the research. The basis was a

systematic approach to the problem of creating and managing the brands. As a theoretical sources are used ideas and concepts contained in the works of Russian and foreign authors on public relations and branding. The main research methods applied synthesis and interpretation of scientific data, empirical methods such as analysis of documents, media materials, observation, questioning.

Theoretical and practical significance of the research. The results of graduate studies can be implemented into the teaching of disciplines such as "Branding", "Consulting", "Public Relations". The practical results can be embedded into the management of sales department of public corporation "**Kholod**".

The Structure of the work: introduction, two chapters, composed of four paragraphs, conclusion, bibliography of literature. The total amount of work – 70 pages.

Summary: The first chapter describes the creation and maintenance of the company's image, history and main features of the formation and development of branding, also an analysis of brand strategy.

The second chapter details the work of public corporation «Kholod», its structure and features of using instruments in the PR-activity, and describes potential opportunities to improve the efficiency of the PR-department on the way to improve the image of the organization.