

SUMMARY

Theme:

«Lovemarks approach» in the brand management strategy of the organization: the benefits and means of representation (the example of the sports complex FGBOU VO «PSU»)

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Background graduate studies due to the dynamics of the development of information and communication environment and conditions for the functioning of economic systems. The meaning of the modern concept of branding is to use dynamic technologies that enable organizations to become necessary to the consumer. One of these dynamic technologies to achieve high results in the creation of the emotional field of the brand, was the concept of Lovemarks. Research benefits Lovemarks approach, the principles of its organization, content elements and means of representation in terms of the stagnation of the traditional brand management is extremely topical and relevant.

Objective - is to systematize the content characteristics, communication strategies and techniques Lovemarks approach to brand management system of organization and development of the project to create an integrated system of sub-brand promotion FGBOU VO «PSU»- sports complex in accordance with the "philosophy» Lovemarks concept. The purpose of the study determined the formulation and consistent solution of the following interconnected **tasks**:

- reveal the main stages of the evolution of branding theory and to identify the main trends and features of the functioning of brands in today's market;

- identify and specify the conditions and prospects of the reasons for updating the representation of Lovemarks approach as one of the most innovative areas of modern brand management;

- specify the content, structural and functional characteristics of the concept of Lovemarks;

- to develop a draft strategy to promote sub-brand FGBOU VO "PSU" - the sports complex on the basis of the conceptual provisions of Lovemarks approach.

The practical significance of the research results is the ability to use development the formation of innovative strategy of brand management and brand building management systems in the Russian market. This will increase the efficiency of the current integrated branding bildingovoy policy. Applications identified in the survey results can help win the fight against a large number of competitors, can contribute to the revision and radical modernization of the established system of generating ideas, as well as developing its own new approach to the creation of market offers, in a stagnant economic crisis it is extremely topical.

Results of the research. In today's reality to create and promote the higher education sub-brand places such as a sports complex, it involves the use of the entire spectrum of managerial, strategic, programmatic, and creative and innovative ICT solutions in order to implement an integrated branding policy educational organization as a whole.