

SUMMARY

Theme: «Technology detuning from competitors
in the process promotion services
(on the example of the media agency «PRodvizhenie26»)»

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P. 77, bibliographic titles 77

Keywords: promotion, advertising, public relations, marketing, detuning from competitors, service, service, service market.

Background research due to the fact that the market of services in the modern world is becoming popular.

Today's consumer is constantly under stress (information at least), overworked and suffer from a lack of free time.

I eat the most, and the consumer and producer services tend to create the most comfortable environment.

Online shopping is replaced by a real shopping, books no longer buy and «pumped» into the phone, things are attributed to the dry cleaners, lunches and dinners are bring ready. Moreover, the service today is commonly understood as the first and foremost desire of the client. Good and unique service - a willingness to anticipate customer.

However, picking up the introduction of mechanisms to promote and detuning from the competition in the matter of services, it is important to understand all the same, and in scientific terms.

In the words of Karl Marx: «The service must be understood as a special use value obtained certain difficulty, because, like any other commodity; but the feature is the use-value services that work defines services and not as a thing, but as an activity»

That is why today one of the most expensive and intangible capital becomes – «customer capital», which is commonly understood as the value of customer relationships and customer. Modern Dictionary of Economics treats the service as "activities, work in progress which will not create a new, previously non-existent tangible product, but has changed the quality of the

existing district, created by the product." It's good, is not provided in the form of things, but in the form of activity Thus, it is the provision of services creates the desired result.

The object of research: the role of services in modern society;
Subject of research: Mechanisms of detuning from the competition in the process of promotion of services (for example, the activities of the media agency «PRodvzhenie26».
Objective: Development of complex recommendation on the promotion and the detuning from the competition services provided by «PRodvzhenie26» media agency.

To achieve this goal, you need to solve the following **problems**:

- To analyze the concept of "service" and its role in the modern world;
- Examine the main promotion pr-technology;
- To characterize the activities of the media agency «PRodvizhenie 26»
- Develop a set of recommendations on the promotion and the detuning from the competition of media agency services "PRodvizhenie 26".

Theoretical and methodological basis of the study. Served basis for a systematic approach to the study of the problems of Information Partnership. As a theoretical sources used the ideas and concepts contained in the works of Russian and foreign authors on public relations, consulting, organizing and conducting special events, marketing, promotion. The main research methods applied synthesis and interpretation of scientific data, empirical methods (analysis of documents, media materials, observation, questionnaires).

Theoretical and practical significance lies in the fact that the results of graduate studies can be incorporated into the process of teaching disciplines such as «Marketing», «Consulting», «Public Relations», «Sociology». Our research result was a set of practical recommendations on the promotion and detuning from competitors services provided «PRodvizhenie26» Media Agency

General recommendations as follows:

1. Strengthening of social networking.
2. Launch site.
3. A more detailed study of the client base.
4. Visit various scientific events and forums as an expert.