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2. Пути оптимизации рекламного процесса медицинского учреждения визуальными рекламными средствами (на примере ГБУЗ СК «Пятигорский МРД»)

3. The theme of graduation thesis: optimization of the advertising process, medical institutions visual advertising means (for example, SBHI OF SR"PYATIGORSK IMH"")

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Information about customer organization: State budgetary healthcare institution of stavropol region "pyatigorsk interdistrict maternity hospital"
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The relevance of the research topic: visual advertising is an affordable and effective way of communication with the audience. In addition, they have extensive coverage, which increases the percentage of hits in the potential audience. Often visual advertising plays an important role for more and even a basic tool in the promotional products. Printed and souvenir advertising can be used with other types of advertising and to work separately. A wide range of selection of visual advertising media allows most clearly and effectively influence target audience. The use of visual media in the field of health services, be allowed to increase interest and loyalty to the medical establishment, and to increase the rating of medical institutions.

The purpose: search of ways of optimization of the advertising process, medical institutions visual advertising means.

Tasks:
1) to study the concept and place print advertising media in the advertising process;
2) to study the nature and role of gift advertising as visual advertising media in the advertising process;
3) to perform application features print advertising in the field of medical services on the example of Russian and foreign advertising;
4) to analyze the practice of application of the gift advertising in the field of medical services in Russia and abroad;
5) analyze state advertising activities of SBHI OF SR"PYATIGORSK IMH";
6) to develop the concept of an advertising campaign using visual media for SBHI OF SR"PYATIGORSK IMH".

Theoretical and practical significance of the work. Theoretical provisions and practical recommendations developed in the framework of this study can be used to further explore the visual promotional resources and their use in the provision of medical services; in practical activities of medical institutions providing medical services.

The results of the study:
1) the article considers theoretical aspects of the study of advertising process and advertising key visual resources; extensively studied the concept and place print advertising media in the advertising process;
2) the aspects of theoretical research of the advertising process, we studied the concept and role of gift advertising as visual advertising media in the advertising process;
3) analyzed the use of print advertising in the field of medical service on the example of Russian and foreign advertising, even in the twentieth century, existing problems, methods of improvement and future goals, examined the legal basis for the use of advertising in the provision of medical services;
4) analyzed the practice of application of the gift advertising in the field of medical services in Russia and abroad, even in the twentieth century, existing problems, methods of improvement and future goals, examined the legal basis for the use of advertising in the provision of medical services;
5) analyzes the promotional activities of SBHI OF SR"PYATIGORSK IMH", identified problems and their subsequent solution;
6) based on we conducted three surveys to determine the quality of services and attitude of the employees of the maternity hospital, to determine the relationship of the audience to the advertising of medical services and gifts to the gift of maternity, empirical data and scientific works of the scientists of this branch of study, we have identified problems that are inherent in medical institutions in the process of promoting medical services.

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