SUMMARY

Subject matter: The improving of the organization and management of marketing activities (by the example of the "Our House, Ltd.").

Author of the research: Chingariev Said-Saleh Ahmetovich.

Supervisor of studies: Candidate of historical science, Associate professor of the financial and economical and law providing of management activities department, Zolotareva N.V.

Information about customer organization: The "Our House, Ltd.".

Topicality of the research: determined that currently, when in the Russian economy there was a steady transition to market economic conditions, increasingly hot topic for businesses and organizations of different areas of activity becomes the effective implementation of products or services, which is on a highly competitive market can be carried out only by the maximum satisfaction of the needs and requirements of consumers. To perform these tasks in the companies marketing services are actively created. However, the success of companies on the market depends not only on the presence in their structure of the service, but also on competent organizational structuring of marketing activities, the effectiveness of its management.

Objective of the research: is to develop a theory and practical recommendations to improve the organization and management of marketing activity in the "Our House, Ltd.".

Tasks of the research:

1. To consider the concept, content and structure of the control system of marketing activity of the modern organization.
2. To characterize the stages of development of the control system of marketing management in the organization.
3. To designate the features of marketing management in the real estate business.
4. To analyze the state of the organization and marketing management in the "Our House, Ltd.", to identify existing problems.
5. To develop measures to improve the structure of Marketing in the "Our House, Ltd.".

6. To develop measures to improve the management of marketing activities in the "Our House, Ltd.".

**Theoretical and practical significance:** is that the methodology of the analysis of the marketing activity of the company "Our House, Ltd." can be applied to any real estate firm, as focused on the specifics of marketing management in this particular form of entrepreneurial activity.

**Results of the research:** The theoretical and practical aspects of organizing and managing marketing activities are analyzed, in particular: it is characterized the concept, content and structure of the control system of marketing activity, development stages of marketing management and features of marketing management in real estate business, it is analyzed the state of organization and marketing management in the "Our House, Ltd." and it has been developed measures to improve the organization and management of marketing activities.

**Recommendations:** As part of the research, we offer the company's management to conduct organizational changes in the structure of Marketing and partly in the organizational structure of the company, as well as marketing activities which to date have not yet become the object of attention of the company management.

The organizational changes are primarily concern the correction of the structural divisions of marketing service and associated with the union of the powers of existing offices and staff reductions for 3 people. It is assumed that the structure of the marketing service should be three divisions: analytical, advertising department and customer service department. This will make the marketing department more compact, streamlined and thus reflect the actual process of managing the marketing activities of the company: from the marketing intelligence and analytics through the effective advertising impact on the target audience to the results achieved through the involvement and quality customer service. The appropriate changes will need to make in the overall organizational structure of the company. We calculated the economic efficiency of such changes.