Summary

Subject matter: Improvement of the advertising activity of the organization of the sanatorium health resort sphere (on the example of the “Victoria” sanatorium, Kislovodsk).

Author: Arushanyan Arsen Araikovich.

Supervisor of studies: A.V. Taranets, chair of special management, economics and business law.


Topicality of the research: The Russian market of various kinds of services is comparatively young, and, hence, the principles of their management have not yet fully established themselves: the management of organization in the service industry is not always characterized by the indicators of efficiency and, therefore, requires the examination of the ways of its improvement. The aforesaid completely refers to the sphere of sanatorium – health resort services, as for a long time it has been totally state-controlled and has not required the elaboration of the approaches to the market-oriented management. Modern specific character of the development of the sanatorium-heath resort sphere in the Russian Federation, manifesting itself in the availability of different organizational and legal forms of the sanatorium-health resort organizations, conditioned the need for a through study of the essence and peculiarities of the life and development of the similar organizations on the Russian market of healthcare services. Thus, for modern Russian companies in the sphere of recreation there is an ever growing need for a through, scientifically grounded planning and management of the process of the development and realization of the advertising activity with the purpose of the improvement of its efficiency.

Objective of the research is the development of the theoretical principles and elaboration of the practical measures on the improvement of the advertising activity of the organizations of the sanatorium-health resort sphere.

Tasks:
- to study the essence of the system of marketing communications as an integrated instrument of the promotion of the work of the modern organization;

- to study the essence, role, and place of advertising in the marketing system of the organization;

- to consider the key elements and stages of the construction of the organization’s advertising activity;

- to analyze the specific nature of the advertising activity of the organizations of the sanatorium health resort sphere on the Russian market of the sanatorium-health resort services;

- to work out and offer practical recommendations for the improvement of the advertising activity of the targeted sanatorium.

**Theoretical significance of the research:** consists in the discover and verification of some theoretical aspects of the management of advertising activity, revealing of essence, tasks and functions, verification of the process of planning and organization of the advertising activity, analysis of the efficiency and appraisal of the advertising process. All this enables us to deepen the theoretical notions of the directions, forms, and methods of the improvement of the efficiency of the management of advertising activity in modern organizations in general and organizations of the sanatorium-health resort sphere in particular.

**Practical significance of the research:** is that some of its principles, revealing the key ways of the improvement of the efficiency of the realization of the advertising activity of the organizations of the sanatorium-health resort sphere, can be fully or conceptually used by the “Victoria” sanatorium in Kislovodsk, and also by some other branches of the holding CCTR, plc.

**Results of the research:**

- in the modern conditions of the saturated market, the success of marketing communications is one the main guarantees of the prosperity of business. One should develop a systemic approach to the management of the system of marketing communications thus uniting the potential of its main means- advertising, PR, sales stimulation, personal sales and direct marketing.
today advertising as the key and most developed element of the system of marketing communications is a complex structured process aimed to inform and persuade the real and prospective consumers of goods and services of the need to buy the latter.

- the main elements of the construction of advertising activity are advertising strategy and advertising conception.

- in the course of the practical research we discovered the main characteristics of the market of the sanatorium-health resort services of the RF and its advertising component. Its market cannot be defined as developed. Besides it is also characterized by the season factor.

- the advertizing activity of the “Victoria” sanatorium controlled by the CCTR, plc, is for this day insufficiently developed. The advertizing activity is chiefly realized by the Internet (the official matter (booklets), and also by the exhibition activity, and is rather restrained and monotonous.

**Recommendations:**

1. the development of the complex advertizing plan;
2. the intensification of the use of the archetypal approach to the construction of the advertising campaign with the orientation at the leader archetype;
3. focus on the business direct marketing (bulk e-mailing);
4. activization of the business direct marketing (bulk e-mailing);
5. hosting partner programs;
6. introduction of the system of the appraisal of the efficiency of the advertizing process.