

## **Marketing of the Fermata Arts Foundation: The evolution of theoretical concepts and methods of studying organizations in the Western strategy**

1. In the first stage (the twenties) marketing was considered as an area of applied economics, as the practice of promoting sales. All theoretical studies were based on the analysis and synthesis of empirical data associated with the sales,

2. In the second stage, the thirties and the forties, there begin to appear various concepts of marketing, which differ among themselves in their approach to understanding the subject of marketing.

Here one should distinguish the distributional, institutional and functional concepts of marketing. The distributional concept of marketing identifies marketing with the analysis of the mechanism of goods movement. The institutional concept of marketing is based on the assumption that the market is a sphere in which collective activities of social groups and organizations are manifested. Therefore, the theory of the market and marketing requires an analysis of the behavior of social groups, governments, various organizations of both commercial and non-commercial nature. The functional concept of marketing provides an insight into marketing as the complex of the functions of an industrial enterprise involved in the sale of goods.

3. Development of the functional concept has led in the fifties to the interpretation of marketing as a market concept of management. There began the third stage in the evolution of marketing. Market orientation is the main idea of the marketing as a market concept of management. Considering marketing as a market management concept has required theoretical research and a methodological support of the practice of marketing.

4. The fourth stage in the evolution of the marketing concept (50s-60s) is characterized by the development of the basic foundations of the general theory of managerial marketing, which include the development of the basic tenets of the marketing activities (goals, tasks, functions and principles of marketing), development of methods for studying the market, development of methods for the implementation of the commodity, pricing, marketing policies, advertising, design techniques and technology of making marketing decisions.

5. The fifth stage (late 60s to the present) is distinguished by the development of the general theory of managerial marketing. Marketing is an element of the company-wide management system that links the firm with the external environment. Therefore, the overall performance of the company depends largely on the effectiveness of marketing. At the turn of the eighties, there have occurred developments in the economies of most developed countries that demand a fresh look at the problem of what constitutes the essence of marketing. In most industries, there began a period of excess supply. In these circumstances, there emerged the misconception that persuading consumers to purchase products is easy. In addition, competition intensified. Or rather, it acquired some new features: it became difficult to set apart the products of some

particular company. There started a period of competition for the quality, not only of products but also of processes.

6. Concepts of marketing are the most general approaches to solving the problems of achieving the desired level of sales in different markets, the principles of their solutions, which are the foundation of marketing management.

7. Marketing Management is the analysis, planning, implementation and monitoring of activities designed to establish, enhance and maintain profitable exchange with customers in order to achieve certain objectives of the organization, such as an increase in market share, growth in sales, profits. The problem of marketing management is to impact the level and nature of demand in such a way that would help the organization achieve its goals.

Marketing managers are the functionaries who are engaged in the analysis of market conditions, the planning of marketing activities, who direct the implementation of the plans and supervise them. These include sales managers, the heads of the services of advertising and promoting organizational development, marketing researchers, directors, specialists of the organization. Five concepts are known that underpin the management of marketing:

Marketing:

7.1) Concept for the improvement of non-profit organizations. This concept consists in assuming that a full spectrum of communications will be conducted with the consumers, communications that are widely spread and at an affordable price, and the organization must focus on improving this spectrum of communications. Applying the concept of improving a communication spectrum is suitable in two situations: with the post-Soviet countries such as Russia, which is unsaturated with such communications, so that the demand for communication exceeds supply, and when the exercise of any direction of communication is a novelty for a country, it needs to spread wider, which requires an increased volume of communication. This is the concept of "indifference" to consumers, it is applicable in rare cases.

7.2) The concept of improving the spectrum of communications. Under this concept, consumers will go to those spectra of the communications that are very specific qualitatively to the problems prevailing in the country, with the best contexts for solving urgent problems and understandable in the existing context; consequently, the organization should focus on an ongoing improvement of the communications spectrum. For example, some organizations expect success through holding an exhibition of the cultural heritage of a particular area, but the intelligentsia and the active part of the country's population may prefer a children's exhibit oriented in the direction of interests that is global to the country under whose roof they are to live. This concept leads to a "marketing myopia", since it overlooks the needs of the customers.

7.3) The concept of intensive commercial efforts.

This concept assumes that consumers will not attend the organization's spectrum of communications in sufficient numbers if it does not exert significant efforts in promotion of the spectrum of communications. An aggressive and intrusive advertising is used. As soon as a visitor appears in the area of communications, the organization's representative immediately begins "psypychological treatment" to induce the visitor to accept his understanding of the situation that has developed in the country with respect to philosophy, architecture and culture.

Long-term results for such an organization, guided by this concept, are unfavorable.

7.4) The concept of pure marketing. This concept claims that the key to achieving the goals of the organization is identifying the needs of targeted areas of the country and behavior of the visitors of the communication spectrum in this situation, and providing the desired satisfaction of the visitors through the use of more effective methods (than those of the competitors). The essence of this concept is determined by expressions such as "Find and meet their needs" or "Bring in the spectrum of communications that is of interest to us, instead of repeating truisms." The concept of pure marketing is focusing on the needs of the visitors of various aspects of communications, backed by integrated marketing activities targeted at ensuring customer satisfaction. Consumer satisfaction is the basis for achieving the objectives of the organization. This concept is based on the theory of consumer sovereignty.

7.5) The concept of social - ethical marketing. Under this concept, the organization's objective is to determine the needs of the target markets and to provide the desired consumer satisfaction by using more effective methods (compared to those the competitors) in ways that also safeguard the well-being of society as a whole. Its emergence is associated with doubts that the concept of pure marketing is relevant to the modern realities. The concept of social-ethical marketing requires an organization to combine three factors: receiving requests for visiting a country, visitor satisfaction and the improvement of general well-being. The largest companies of the world adhere to this concept.

8. One of the areas of marketing activity is a system of sociological research. Questionnaires, their forms and methods of conducting them.

When collecting primary data, marketing researchers have a choice between two major research tools: questionnaires and technical means.

A questionnaire is a series of questions which the respondent has to answer. A questionnaire is a very flexible tool in the sense that one can ask the questions in many different ways. A questionnaire requires careful design, testing and elimination of the identified deficiencies prior to launching its widespread use. In preparing a questionnaire, a non-profit organization can turn to an marketing expert or to companies specializing in marketing research which can help select the necessary questions, their form, their correct wording and the layout of the questions. The most common errors when preparing a questionnaire are: posing questions which cannot be answered, or which the respondents do not want to answer or which do not require a response,

and absence of questions, the answers to which are necessary. Each question should be checked for compliance with the objectives of the study. Issues that are not really important for the purposes of the study should be omitted, since they drag out the procedure and annoy the respondents. The form of the question can also affect the response. For marketing studies, two types of questions are distinguished: closed and open.

A closed question includes all possible answers, and the respondent simply chooses one of them. An open-ended question allows the respondents the opportunity to answer in their own words. Open questions are useful in the search stage of the investigation, when it is necessary to find out what people think about this or that product or company. On the other hand, closed questions provide answers that are easier to interpret, tabulate, subject to statistical analysis.

It is important to pay attention to the wording of questions. One should use simple, unambiguous words that do not affect the direction of the response. Questions should be tested (before drawing up the questionnaire). The sequencing of the questions in the questionnaire also requires special attention. The first questions should evoke the interest of the respondents; the difficult and the personal questions are to be asked at the end, so that the respondents do not have time to withdraw into themselves. Questions should follow a logical sequence.

Surveys by mail. This research method does not require large expenditures. Usually the procedure of polling by mail begins with the preparation and the mailing of questionnaires to a group of respondents who are asked to return the completed questionnaire to the address on the envelope.

9. Question 3. The next path for non-profit organizations to traverse is to obtain a characteristic of the basic principles of segmentation of those who visit the country's spectrum of communications. Segmentation by geographic and demographic lines. Any firm realizes that its range of communications may not be attractive to all visitors, since many of them have different tastes, needs and habits, and may be widely dispersed geographically. Also, a non-profit organization does not have unlimited resources to develop and produce communications aspects satisfying all tastes of all clients. Therefore, the organization will do best by focusing its efforts on serving certain segments among the visitors of the spectrum of communications. Each organization should identify the most attractive segments to address those visitors whom it is able to serve effectively. But organizations do not always adhere to such tactics.

9.1. There are three approaches:

9.1.1. The mass marketing aspect of communication, Distribution, and paying attention to, all visitors. The main argument in favor of mass marketing is that such an approach must necessarily attract initial attention, which will generate the greatest potential attention among the residents of the country.

9.1.2. Communication-differentiated marketing: providing two or more aspects of communication with different directions of communication but with a common goal - creating a variety of aspects of communication to the public.

9.1.3. Target marketing – distinguishing between segments of visitors of the spectrum of communications, selecting one or more of them, developing aspects communication or allocation of some developed aspects of communications, and of a marketing mix for each segment.

10. Organizations are increasingly shifting from methods of mass marketing and commodity-differentiated marketing techniques to target marketing that helps them to better identify available marketing opportunities. An effective marketing strategy requires a precise definition of target aspects of communication and strives to service only those aspects of communication. A target aspect of communication is a segment of the total potential aspect of communication among the active part of the population, for which the proposed aspects of communication will be most attractive.

11. The situation with the aspects of communication in the post-Soviet countries is developing in such a way that there is an observable saturation of its non-profit organizations with different conceptions of the aspects of communication and, consequently, competition gets more severe; most organizations are organizations with a narrow aspect of communications, and with a number of other restrictions. Therefore, a non profit organization cannot disperse its efforts to meet the needs of all visitors of the aspects of communication; for the operations to be efficient and profitable, the concept of target marketing is being adopted, which requires four major steps to be taken:

11.1) segmentation of the aspects of communication visitors - defining the principles of segmentation, developing profiles of the obtained segments;

11. 2) selection of targeted segments of the aspects of communication visitors - assessment of the attractiveness of the identified segments, selecting one or more segments;

11.3) positioning the aspects of communication among the visitors - decision on the positioning aspects of communication for each of the targeted segments;

11.4) developing the marketing mix for each target segment.

12. The first step in marketing for non-profit organizations is the separation of visitors from the active part of the population into segments on the basis of some important criteria. Then it is necessary to concentrate the efforts on building aspects of communication, generating interest through problem solving for the visitors and the country, stimulating demand for services of those market segments that are characterized by the greatest demand for our communication aspects , i.e. on the target visitors of these countries.

13. Visitor segmentation is the separation of the multitude of visitors into parts (segments) that are characterized by common requirements of consumer demand. Any of these segments can be selected as the target consumers with subsequent development of a specific aspect of communications and a marketing mix for this segment. A segment is a part of the visiting public whose members have or present common consumer demands.

14. Target consumers are defined by various criteria:

- Geographic;
- socio-demographic (age, income, education, race, ethnicity, family size and life cycle, sex, religion, occupation);
- psychographic (spiritual values, motives, interests, attitudes, desires), etc.

Study Group X offers a review to consider the segmentation along the geographic and demographic lines.

14.1. Segmentation by geographical criteria involves the separation of interest in various geographical units depending on:

14.1.1 The country of residence: domestic, incoming and outgoing active parts of the population;

14.1.2. Geographic: target the active part of the population during a trip to post-Soviet countries: according to parts of countries, regions, cantons and cities. List the post-Soviet countries.

Azerbaijan

In the current Constitution of Azerbaijan status of Russian language, which is the de facto language of interethnic communication, is not regulated.

In connection with the adoption of the law "On the State language of the Azerbaijan Republic" dated September 30, 2002, there has been a gradual reduction in the scope of the Russian language in the republic.

Armenia

The status of the Russian language is not defined. The position of the Russian language weakened with the adoption, in 1993, of the Language Act, under which "in the education and teaching systems acting in the territory of Armenia, the language of teaching and education is the literary Armenian language." However, the law guarantees "the free use of ethnic minority languages."

There is a trend towards reduction of the number of teaching hours on the Russian language in secondary schools of Armenia. and of the Russian-language information space of the republic.

### Byelorussia

The status of the Russian language is fixed in the Constitution of the Republic of Belarus in 1994, where it is recognized as the state language , along with the Belorussian. Article 11 of the union treaty between Russia and Belarus stipulates that the official languages union state are the state languages of the participating states, without prejudice to their constitutional status of state languages.

### Georgia

The status of the Russian language is not defined. However, Georgia has ratified the Framework Convention for the Protection of National Minorities.

### Abkhazia

The status of Russian language is fixed in the Constitution of Abkhazia (Article 6), where it is "along with the Abkhaz language, recognized as the language of the governmental and other institutions."

This provision is contained in the law "On State language", adopted in 2007. Article 8th of the Law states that "the instruments of official communication in the higher bodies of state authority

are the state language and the Russian language in accordance with its status as defined in the Constitution of the Republic of Abkhazia ".

#### South Ossetia

According to the Constitution of South Ossetia, the Russian language, along with the Ossetian language, and in places of compact residence of citizens of South Ossetia belonging to the Georgian nationality – the Georgian language, is recognized an official language of government bodies, state administration and local self-government in South Ossetia.

#### Kazakhstan

Under Article 7 of the Constitution of the Republic of Kazakhstan in 1995, “in state institutions and local self-government bodies, along with the Kazakh language, the Russian language is officially used.”

This is stipulated in the Law “On languages in the Republic of Kazakhstan”, of July 11, 1997.

#### Kyrgyzstan

The Russian language has the status of an official language, in accordance with Article 5 of the Constitution of the Kyrgyz Republic of 2007, and the law “On the official (Russian) language of the Kyrgyz Republic” of 2000.

The Russian language is the primary means of interethnic communication in the republic, is used in almost all areas of social life, including government paperwork and official correspondence, in government, parliament and other power structures, it remains the main language of education, science and culture. In all general education schools and higher educational institutions, the study of both the state (Kyrgyz) and the official (Russian) languages is compulsory.

## Latvia

The Russian language has been officially assigned the status of a foreign language according to the law "On State language" of 1999.

## Lithuania

The status of the Russian language is not defined. The Russian language is still functioning as the language of interethnic communication, but is almost excluded from the official information flow.

## Moldavia

The status of the Russian language is not defined by the Constitution of the Republic of Moldova of 1994. The Russian language is used in the republic as a language of interethnic communication.

In the unrecognized Transnistrian Moldovan Republic (TMR), Russian is an official language, along with Moldavian and Ukrainian. The Russian language, along with Moldavian and Gagauz, is official in the territory of Gagauzia (autonomy within Moldova).

## Tajikistan

Under the Constitution of 1994, the Russian language has the status of a language of interethnic communication.

The Parliament is considering a draft law “On the State Language of the Republic of Tajikistan”, according to which the Russian language loses its status as the language of interethnic communication.

#### Turkmenistan

The status of the Russian language is not defined; until 1996, in accordance with the law “On Language” of 1990, the Russian language had the status of a language of interethnic communication.

#### Uzbekistan

The status of Russian language in the country is not defined. In the wording of the law "On State language" prior to 1995 the Russian language had the status of a language of interethnic communication. In the new edition of the Law "On State language", adopted on 21 December 1995, there was removed the statement that "in the territory of the Uzbek SSR, the free use of Russian as a language of interethnic communication is guaranteed."

#### Ukraine

Russian has the status of minority language under the Constitution, which guarantees "the free development, use and protection of Russian and other languages of national minorities in Ukraine" (Article 10).

Estonia. The status of the Russian language is not defined by the Constitution of Estonia 1992. According to the law "On Language" of 1995, Russian has the status of a foreign language. Due to the fact that Estonia belongs to the EU and recognizes all of its fundamental laws, including the protection of minority rights, the Russian language is declared a minority language.

Post-Soviet states are usually divided into five groups. The principle on which the State referred to one group or another based on the geographical and cultural factors, as well as the history of relations with Russia .

- Baltic States : Latvia , Lithuania and Estonia .

- Central Asia : Kazakhstan , Kyrgyzstan , Tajikistan , Uzbekistan , Turkmenistan .
- Caucasus : Georgia , Armenia and Azerbaijan .
- Eastern European countries: Ukraine , Belarus and Moldova .
- Russia is generally regarded as a separate category because of its dominant role in the region.

Any active part of the population in these countries may be attractive to many segments of the communications aspects of the visitors. A marketing manager should consider each segment of visitors, and decide which one offers the greatest potential for an active communication.

Investment clubs may have their own segments, defined by several criteria.

The most common is the geographical criterion. The segments chosen on the base of this criterion are the visitors who attend all aspects of the activities in all the countries because of the interest in solving the problems of the country and the visitors. Regional visitors (visitors who live within the region where this investment club is located, and may arrive there within four hours) and visitors who are a locally active part of the population. Proximity of the investment club is an important factor: as a rule, the closer investment club is to your target visitors, the more likely it is to attract large number of visitors. For the development of certain investment clubs, non-profit organizations typically establish a program of action, with which they address, by means of advertising messages, large population centers, located near the club.

14.2. Segmentation by socio-demographic criteria. Using these criteria provides a variety of segments, each of which requires a specialized approach.

Socio-demographic criteria include age, sex, profession of the visitor who is a family head, the size of the community, the visitor resides, number of family members accompanying the visitor, family type, ethnicity, religious beliefs, total family income income per family member, the presence or the absence of personal vehicles. There is a growing importance of female visitors, professionally specialized visitors (such as bank employees, people who workers in agriculture, in various industries) as well as young and “junior” visitors. Depending on the type of household , the demand is subdivided into family visitors, single visitors, visitors with families of five or more people. By income level, meetings in investment clubs can be commercial, economic, exclusive luxury tours, social, medium level, cheap.

On the basis of age, meetings in investment clubs are divided into teen, youth, student, those for middle-aged people, or for the people of the “third” age. Depending on the stage of family life cycle: young singles, families without children, families with children, single people.

One of the approaches is to consider the interest in solving the problems of the country and of the visitors and analyze the interest of competitors in these matters.

Characteristics of the main strategies of interest.

One of the most important marketing decisions to be made is establishing the focus on the proper aspect of communications to solve the problems of the country and visitors. The interest reflects how the visitors perceive aspects of communication. It strongly affects the other variables of the marketing mix. The costs associated with the development of specific aspects of communication, promotion, distribution and presentation of communication aspects, as well as And the effect on/ reaction of the visitors should be included in the total cost of the aspects of communication. In order to assess the proper cost of communication aspects many factors need to be analyzed.

In determining the cost of communication aspects, there must be taken into account, primarily, the nature of competition in the current range of visitors, analysis of the competitors' cost policy in conducting events for their aspects of communication.

In the market of pure competition no single visitor has much effect on the level of the cost of communication aspects. Non-profit organizations do not spend much time developing a marketing strategy for these visitors.

For visitors in conditions of monopolistic competition, organizations set their aspects of communications in broader directions, including solution of world problems, that is, in a wider range of the organization's activity, as the proposals of the various organizations differ in quality, in their special characteristics. Organizations develop different proposals for different segments, and widely use

in the practice of attaching to their communication aspects epithet names, advertising, and methods of personal participation through investment clubs in the context of the program of action.

An oligopolistic competition for a range of visitors has a small number of organizations for these visitors. New claimants find it difficult to penetrate this market for these visitors. Each supplier of communication aspects reacts precisely to the strategy and actions of competitors.

A number of countries have developed oligopolistic competition. Here, as a rule, several large organizations are dominant. For example, in Germany by 1955 three largest organizations already controlled 57% of the volume of visitor activity of communication aspects.

In case of a pure monopoly there is just one organization in the visitor spectrum. It may be a state-owned monopoly, an unregulated private monopoly or a regulated private monopoly. In each case, aspects of communication, cost and quality, as well as requirements for them develop with time in different ways. A state monopoly may exist on aspects of communication for objects of unique properties (such as the Moscow Kremlin). The state can establish a range of issues throughout the volume of communication with lower requirements in the aspect of solving the problems of the country and the visitors, focusing on historical aspects of the property, and this aspect of communications may be more important at this point for visitors who have no choice for various reasons, and who accept the option of obtaining this aspect of communication as a temporary distraction from their problems. The price for such visits can be set high for the sake of reducing the public consumption of other aspects of communication by visitors in these regions (demarketing). In the case of a regulated monopoly, the state allows organizations to arrange their communication issues and set freely a code of requirements for all spectra of communication aspects. including foreign companies, thus there is an opportunity to get / give a second opinion in the spectra of the aspects of communication.

In the unregulated monopoly case, the organization may establish a cost characteristics at their discretion throughout the volume of communications issues but has to consider marketing recommendations.

In their decisions on the cost aspect of attracting visitors, in elaborating aspects of communications with a cost aspect in mind, organizations have a choice of one of three strategies.

15. Establishing a strategy to attract visitors to aspect of communication events and cost aspects of these events can be defined in the decisions by one of these three strategies.

15.1. Organizations can decide and set the cost aspect over the entire spectrum of aspects of communication at the level of other non profit organizations i.e. according to standards generally accepted in the country. In this case, the organizations are considered to be working in conditions of non-price competition. The use of recognized standards can prevent decrease or increase in standards and thus marginal costs are excluded, since there is no standard differentiation.

Selling goods at the same price as the competitors can prevent price reductions and thus the price covers marginal costs. Since there is no market price differentiation in the market, organizations will use non-price techniques to stimulate demand

15.2. Firms may assign lower standards and establish a cost aspect over the entire spectrum of aspects of communication by comparison to existing standards. Organizations that practice this policy of discounts on the existing standards currently acquire for themselves the reputation of organizations requesting lower standards and thereby attempting to achieve increased levels activities in comparison with their competitors. When using such strategies to attract demand and to affect cost aspects of activities, an organization, must make sure, to be successful, that the demand for the activities (or for low standards) is elastic, otherwise it will turn out that the firm will conduct more activities at the expense of luring customers from its competitors, which could start a competitive war over ideology, the spectrum of events etc.

15.3. Establishing higher standards than the existing ones. Using the inflated standards strategy should be conditioned on the best quality of all aspects of communications including price in a given industry or supported by various attractive benefits (travel to other countries, meetings with celebrities, etc.) and various unique aspects of to justify the higher standards.

This approach focuses on quality, which is considered by many customers to be a function of price. Quality generates greater costs. It is a source of income used for activities directed at stimulating demand. However, setting high prices reduces the amount of sales, can be the result of increased overhead costs, and encourages the establishment of a range of alternative communications. However, many non-profit organizations successfully use this approach to pricing in the spectrum.

16. Some firms prefer to use two or three pricing strategies to create a product that meets the needs of each market segment. Pricing strategy is determined by a previous decision about positioning on the market. When setting the price, one must, above all, define the objectives of pricing. They may include:

16.1. Ensuring survival: the firm must establish low prices in order to survive in a highly competitive market with constantly changing needs of clients;

16.2. Maximizing current earnings - the price is chosen which will provide the maximum flow of current profits and recover costs;

16.3. Conquest of a leading position in market share indicators – in seeking the leadership in market share, non-profit organizations concede the maximum possible reduction in prices;

16.4. Gaining a leadership position in quality.

17. Another basis for the decision on pricing is the level of demand for the communication spectrum of the non-profit organization. By assigning a price to the communication spectrum of a non-profit organization, one needs to consider the type and the number of potential consumers. If the demand is much increased when the price is lowered by 1%, , and significantly reduced

with an increase of 1%, then there is elasticity of demand. If the market contains only a small number of consumers, then the price must be high enough to compensate for the limited market.

But one should also consider buying habits and purchasing power.

The price should include the total cost of production; the non-profit organization charges for product a price that covers all the total costs and expenses, associated with the promotion and marketing, as well as profit margins. The profit, embedded into the price of the non-profit organization's communication spectrum, must remain there in order to compensate for business risk after payment of all obligations to contractual partners, and upon the payment of all taxes.

Non-profit organizations that are committed to long-term survival in the market, may bear losses in the short run to take later a favorable market position or a position of leadership.

If non-profit organizations buy services in bulk from manufacturers, they get substantial discounts, due to the effect scale economy: increasing the volume reduces fixed costs of production. Discounts are also available for additional customers and for timely performance of obligations under the contract.

Non-profit organizations may make a mark-up on the selling price of the communication spectrum, thus covering their overhead and bringing in profit. Non-profit organizations may identify the lowest price limit.

18. In addition to these factors, one should also consider:

18.1. If competitors sell communications spectra with the same direction, then a significant increase in the price of the product may lose its visitors.

18.2. Income, the degree of saturation of the needs of its target market, changes in the environment (political, economic, legal).

All this should be constantly analyzed.

18.3. The quality of the product. The quality of the product is reflected in the ratio "price - value." The spectrum of communications that has greater utility to the visitor and satisfies more customer needs, i.e. is more valuable in comparison with the competition's spectrum of communications, is eligible to be sold at a higher price.

18.4. Distinguishing characteristics of a spectrum of communications.

18. 5. Competition. When setting a price on a product similar with competitors' products, competitors' prices for their spectra of communications should be taken into account.

18. 6. Seasonality. In developing the price for a spectrum of communications, the temporal aspect should be taken into account.

18. 7. Psychological peculiarities. It is established that visitors psychologically respond well to prices expressed in odd digits, that there is something magical about prices that end in the digit 9. Thus, the price for a spectrum of communications should be set not as U.S. \$ 300, but \$299. Then, for many consumers the product will be worth \$200+, not \$300.

Pricing in non-profit organizations is affected by inability to store services, with the exception of paintings, because of their intangible nature, because of which, distributors of a spectrum of communications share with the producer the risks associated with the accumulation of an unsold inventory of services and a temporary storage of pictures (up to the restoration during the traveling of an exhibition ).

19. In addition, the work of non-profit organizations is subject to sometimes extensive regulation by the state, which often includes elements of control over some spectra of communications.

20. In setting prices for a new spectrum of communications (services), there are two price philosophies: the strategy of "skimming" and one of strong market penetration.

20.1. The pricing strategy of "skimming." When using this strategy, a non-profit organization sets for high prices its services. Here the attempt is to draw attention to the product not of the whole market, but only of some of its segments with higher incomes, which is why the strategy is known as "skimming." The results of this approach are high returns and faster payback on the development and promotion of the spectrum of communications. The strategy tends to attract competitors to the market.

20.2 The pricing strategy of strong market penetration. Under this strategy, a non profit organization sets the price for a spectrum of communications as low as possible with a view to greater penetration of the market. Low prices make the product available to consumers with different income levels, so the non-profit organization quickly obtains a larger share of the market. When using this strategy, the initial price becomes the permanent price of the spectrum of communications. The results of the strategy are slow recovery of costs and a high level of implementation for the spectrum of communications in various volumes.

21. In addition, there is a seasonal price differentiation, during the off-season period, prices on the spectrum of communications are reduced by 150-200 U.S. dollars, compared with prices for summer tours.

22. Decisions on the organization of international marketing. International marketing is an approach to making production decisions from a position of the fullest satisfaction of the requirements both of local and foreign visitors. The parent organization deliberately sets the tasks for its cultural investment clubs - local and foreign - in the development of proposals, with the participation of student groups and college professors, senators of states and the nation, in the spectrum of activity of the non-profit organization directed to countries in post-Soviet space,

with missions elaborated in the program of action, including inter-institutional and intra-institutional cooperation.

In this, an important role is played by programs developed in structural subdivisions of the parent organization - in branches in the form of cultural investment clubs, to serve as the main units responsible for the final result of the activities - getting a wide range of communications with the decision of the country's problems.

According to the results of investment and cultural activities and on their basis, international commercial transactions are concluded and commercial operations conducted. International marketing is based on the principles of national marketing and has a similar structure to it. However, it is specific, as it is involved with foreign trade and foreign currency transactions and international legislation. The incentives for international business are the comparative advantages arising from separation and specialization of the economies and in differences in their economic and geographical conditions.

There are three forms of organization of international activity: exports, joint organization, direct ownership. A firm may carry out the export of its product through its own sales force abroad, or use the services of local marketing intermediaries. A joint enterprise involves pooling the capital, the production and the marketing with a foreign company. With full ownership, the organization performs the production and the marketing of the spectrum of communications without any partners. Besides this, the international activity of the organization may be related to the sharing of licenses abroad, selling franchises for a period, opening of branches abroad or creation of a subsidiary abroad.

23. The introduction of a new range of communications solutions for solving collegial problems in post-Soviet countries.

23.1. Changes in tastes, technology, the state of competition, the desire to see works of artists from other countries, both professionals and children, to hear about the new concepts and philosophical trends from architectural students from other countries, to open an international contest for writers of all ages – in this, an organization cannot rely only on the existing spectrum of communications, waiting for new products, and competitors will do their utmost to ensure they supply them.

23.2. An organization cannot rely on the existing communications spectra, it must have a program to develop new ones. It is necessary to create an R & D department of new spectra of communications. The process of developing a new communications spectrum is complicated, experts should carefully consider each step. Innovation can be quite risky. According to the American researchers in the market of consumer goods 40% of all proposed new products fail, in the market of industrial goods - 20%, and in the services market – 18%.

23.3. The strategy of developing new spectra of communications (services), intended to ensure the success of creating and launching them into the markets, includes eight major steps:

- Generation of ideas;
- Selection of ideas;
- Designing a spectrum of communications
- Development of marketing strategies;
- Analysis of the possibilities of involving representatives of the spectra of communications capabilities for presentation in a country of the post-Soviet space;
- Development of a new spectrum of communications with the selection of presenters and publishers
- Testing in conditions of any particular country
- The priority implementation with a full range of possible documentation up to publication of a book and its sale.

24. Generation of ideas. Developing a new spectrum of communications begins with brainstorming for new suggestions.

24.1. The organization must operate a system of nomination proposals containing new ideas for spectra of communications.

24.2. The company's management must determine which spectrum of communications, and what post-Soviet countries should get primary focus. It should be defined, what purpose the organization seeks to achieve through new products: increasing the income of poor families, solving social problems and problems of communication with the government, gaining a dominant position in the country, etc.

24.3. It's necessary to identify and consolidate in the organizational structure of the effort distribution between the creation of an original spectrum of communications, a modification of the spectrum already used by communication technology and imitating the spectra of communications of the competition.

24.4. Sources of ideas are mostly the visitors of the spectrum of communications in exhibitions and the cultural investment clubs, and their requests, the visitors can be tracked also by using customer surveys, the incoming flow of letters, complaints and suggestions.

24.5. Selection of ideas. The purpose of selection is to identify and filter unsuitable ideas as soon as possible. At most organizations, professionals must express ideas in writing on standard forms, which are then transmitted to a commission on new spectra of communications .

25. The design for a spectrum of communications. The ideas remaining after selection must be transformed into a spectrum of communications (services) design . The initial idea of a spectrum of communications is a general idea of a possible spectrum of communications that an organization could, in one opinion, offer the country. A spectrum of communications design is a crafted version of the ideas expressed in concepts that are meaningful for the visitor.

26. Development of a marketing strategy. The presentation of marketing strategy consists of three parts:

26.1) A description of the size, structure and behavior of the target country / countries for which the spectrum of communications is proposed, with the expected volume of communications, the share of other non-profit organizations and the duration of the spectrum of communications in years;

26.2) The second part of the presentation of a marketing strategy provides general information about the expected duration of a spectrum of communications in the overall approach to the distribution and estimates of the cost of marketing in the first year;

26.3) The third part contains: long-range goals of in terms of range of communication and the feedback, i.e. the reaction of visitors through the movies, TV and the media; the share among other non-profit organizations, as well as a long-term strategic approach to developing the marketing mix, and analysis of the possibilities of involving representatives of the spectra of communications, possibilities of presentation in any country of the post-Soviet space.

27. Analysis of possibilities of production and marketing. Having made a decision regarding the design of a spectrum of communications and the marketing strategies, the management of the organization can begin to assess the business attractiveness of the offer. To do this, it's necessary to analyze the identified benchmarks of shows, presentations, appearances and meetings, costs and profits to ensure they comply with the objectives of the organization. If the results analysis is satisfactory, then one can proceed to the stage of the actual development of the communications spectrum.

27.1 Development of a new spectrum of communications with the selection of presenters and publishers, business representatives and government structures. This stage involves research and development, during which the plan should become a real spectrum of communications. When the communication spectrum is ready, one must test it to prove the relevance and attractiveness of its domestic content.

27.2 Test in conditions of any country of the post-Soviet space

If the spectrum of communications has passed the test successfully, then the organization validates its real relevance for a range of the country's problems through the visitors and customer loyalty.

At this stage one needs to identify the views of visitors and of experts on the characteristics of the spectrum of communications and the problems that may appear during the activities as well as to determine the number of participants of the activities in the volume of spectrum of communications.

27.3 Priority implementation with a full range of possible documentation up to publication of a book and its sale.

At this stage expenditures are required to stimulate demand (this is the most opportune time for advertising services). This stage is characterized by high costs, slow growth of the events volume and advertising campaigns for stimulation of the initial event.

28. Situations:

28.1 Practice has shown that less than a third of ideas for new spectrum of communication proceed from the customers. Does this contradict this philosophy of marketing which asserts: "Find a need and satisfy it"? Why or why not?

No, it does not. According to the concept of pure marketing, which is focused on customer needs and aims to provide customer satisfaction, - customer satisfaction is the basis for achieving organizational goals, where the sources of ideas are the consumers. The changing customer needs can be monitored through surveys of the clientele.

28.2 Suppose you are a non-profit organization manager.

Where and how would you look for ideas for new spectrum of communication?

28.2.1 I would conduct a study. Through the methods of polling or questionnaires I would learn: the contingent of customers, their preferences regarding travel and leisure, their interests, what spectrum of communication they prefer. The consumer is the main source of new ideas.

28.2.2 I would create an R & D department in the company, in which suggestions containing ideas for new spectrum of communication would be advanced; specialists would spell out their ideas, then they would be considered and the best ones selected.

List of the used literature.