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REGIONAL MARKETING CYCLE AND TERRITORIAL MARKETING TOOLS

Summary

In the modern conditions of the development of the regional economy, there is a need to create a system of multi-level marketing-oriented management of the development of the region, which determines the relevance of the study of the regional marketing cycle and the establishment of territorial marketing tools. Determining the stages of the regional marketing cycle, where each subsequent process is based on the previous one, and solving the problem of correct positioning and promotion of the region on the interregional market is the most important factor in ensuring its sustainable development.

The purpose of the study is to determine the stages of the regional marketing cycle, their sequence, and establish the tools of territorial marketing.

The theoretical and methodological basis of writing the article was the work of domestic and foreign scientists, the study of foreign experience, scientific methods of analysis and synthesis, observation and comparison.

In the article, based on the study of foreign experience, observation and comparison of the work of regional marketing institutions in Suceava County (Romania) and marketing structures of the Chernivtsi Region, the main stages of the regional marketing cycle and their sequence are established. Analysis of the activities of regional marketing services contributed to the identification of separate tools of territorial marketing, which include the formation of the region's brand, advertising and communications, exhibition activities, and others.

The determination of the stages of the regional marketing cycle and the tools of territorial marketing is a product of practical activity formed by summarizing foreign and domestic experience and using scientific methods, based on specific examples. The sequence of actions of the regional marketing cycle and the definition of territorial marketing tools will contribute to the improvement of activities for the promotion and positioning of the region, goods and services, to increase the efficiency of the relevant services that ensure the vitality of the region and affect the quality of life of the population.

Keywords: marketing cycle, region, stages, tools, activity, foreign experience, analysis.

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