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PR AS A MARKETING TOOL

PR is the art and science of achieving harmony with the environment through mutual understanding based on truth and complete informational content.

However, considering the PR as a marketing tool, it is necessary to mark it out as a special tool of marketing communication that facilitates proper contact with the audience.

This topic was developed by such scholars as N.A.Semenov, T.Chumikov, T.Duncan, F. Kotler and others.

It should be noted that the relevance of the selected theme is caused by the rapid development of the PR sphere and increased attention of the audience to its various manifestations.

PR, as a marketing tool plays an important role in fulfilling the following functions:

- assist in the placing of new products on the market;
- assist in the re-positioning;
- formation of interest to the goods of a certain category;
- impact on certain target groups;
- creation of the company image in the eyes of consumers, reflecting favorably on its products;
- a resolution of problematic situations (protection of goods and firms, eliminate unwanted rumors, etc.).

Here are basic PR-solutions in the field of marketing: publications, events, news, speeches, participation in social activities, means of identification. PR interacts with the financial and operational functions and it is applied to all parts of the complex of marketing communications, as all the components of the complex belong to the communication and reputation. As a result of the weakening possibilities of mass advertising managers of companies are increasingly turning to public relations as an effective and low-cost ways to raise awareness, reach local customers and special audience.

As for orientation to the consumer in the production its main task is PR-analysis of consumer behavior in terms of the broad public. Considering the ratio of marketing and PR, we should note duality. On the one hand, it is necessary to explore the place and role of PR in the marketing system, and on the other - the use of marketing tools for the promotion and implementation of specific PR-activities.

To sum up, we can say that PR is one of the most effective methods of attracting public attention to the proposed product.

LITERATURE

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