



## ROLE OF MARKETING TECHNOLOGIES IN SOCIO-CULTURAL ACTIVITY

*Samiyev Baxtiyor Norbobo o'g'li*

*Uzbek State Institute of Arts and Culture 2nd year student*

### **Abstract**

Studying the role and importance of marketing technologies in social and cultural activities, developing forms and methods of using art marketing and marketing mix technologies, researching innovative processes in the field.

### **Key words**

Social cultural activity, art management and art marketing, transformation, culture and art, socio-political and economic system, marketer.

At the core of the social-political, cultural-educational reforms carried out in New Uzbekistan are glorification of man, valuing of man, implementation of great tasks such as vital implementation of democratic principles and the prosperity of the country, the development of the country, the development strategy of New Uzbekistan is to fully fulfill its goals and tasks and to develop each area with radical reforms.

The large-scale reforms being carried out on the way to the development of the new Uzbekistan are an important foundation for the development of all spheres, including the sphere of culture and art. The unique side of the cultural sphere is associated with "spiritual production".

The products of this activity do not have a material appearance, they are related to the feelings of human perception (reception, understanding, thinking, experiences, etc.). Their production takes place along with their consumption (watching a play, listening to a concert, reading a book; an unread book, an unseen picture will not have artistic value). In addition, compared to material production products that disappear in the process of consumption (food is eaten, equipment wears out), on the contrary, they increase their value (the more people read a book, watch a movie, attend a concert the more they listen, the more their social importance increases). Services in the field of culture and art are available in various districts.

In addition, with the participation of the culture and art sector, it is possible to rapidly develop the tourism industry and diversify tourist services, as specified in the development strategy of New Uzbekistan. This experience can be seen in the example of many developed countries, in particular, as a result of large-scale reforms carried out in the Ruhr region of Germany.

In the development of every sector of the modern economy, there are important tasks such as the development of marketing. Marketing has a great place and importance in social and cultural activities, which directly depends on the development of the cultural economy.

Marketing is a form of organization and management of the enterprise's production and sale of goods.

The term marketing was introduced to consumption in the 1960s by McCovern. Marketing as a theoretical concept and a specific phenomenon of commercial activity was first used in the USA at the beginning of the 20th century. High accumulation of production and capital, dominance of monopolies in economic sectors, emergence of fierce competition in the international market objectively brought the problem of product sales to the fore.

In 1908, the first specialized firm to study marketing problems appeared in the United States. In 1911,

a number of large companies of the time opened their first commercial research departments. "Marketing" departments, which deal with market research, advertising, customer service, and other management tasks, have begun to be established at companies.

President Sh. Mirziyoyev: "We all know what complex tasks are set before us by today's intense times. In order to solve them and achieve our noble goals, to be globally competitive, we need to arm our people, first of all, our youth with science, enlightenment and spirituality, and the achievements of development. "Today, we should continue the great work we have started on raising the higher education system to a new level of quality, eliminating the existing problems in the field, and turning our universities into major centers of education and science", he said. Today, there are many types of management such as organizational management, strategic management, social management, innovation management, production management, and more.

#### **Tasks of social cultural activity marketing:**

- ❖ researching the theoretical and practical aspects of using marketing technologies in social and cultural activities;
- ❖ study and comparative analysis of foreign experiences regarding the use of marketing technologies in social and cultural activities;
- ❖ art marketing, art market, marketing mix "4P" formula, "11P" formula, visual art marketing technologies and determination of their use methods.

#### **What's New in Social Culture Activity Marketing:**

- ✓ researched the theoretical and practical aspects of using marketing technologies in social and cultural activities;
- ✓ foreign experiences regarding the use of marketing technologies in social and cultural activities were studied and methods of using marketing technologies in the conditions of Uzbekistan were developed;
- ✓ art marketing, art market, visual art marketing technologies and methods of their use were determined.

The market environment itself evaluates the organization, regulation, coordination, control of the production process and the extent to which the set goals have been achieved. With the expansion of the scale of production and the increase in the volume of resources in supply, management tasks become more complicated. The role of management in the economy of Uzbekistan is urgent. A deep study of such management science, tasks and subjects guarantees a high level of success in the future. Therefore, understanding the essence of this field and becoming a mature specialist based on deep interest and action is defined as the main role for today.

Distinctive features of management in socio-cultural institutions are socially significant activities that are carried out in order to ensure the consistency of the activities of individuals, social groups, and creative teams for the effective fulfillment of goals and tasks.

In order to achieve strategic goals and results in the management of socio-cultural institutions, social management is a universal concept related to cultural and art institutions and all spheres of social life, which involves the coordination and regulation of the interaction of a certain social group, the hierarchy of labor, the distribution of roles.

Taking into account that modern culture and art institutions are a controlled social structure, it is appropriate to apply the following most important principles in the effective organization of their activities:

- ✚ strategic planning;
- ✚ clear definition of goals and objectives;
- ✚ making correct and fair decisions;
- ✚ systematic analysis;
- ✚ HR (Human Resources) management;
- ✚ cooperation;
- ✚ time management;
- ✚ right choice of priorities;
- ✚ corporate culture;

- ✚ proper distribution of financial resources;
- ✚ proper distribution of labor resources, formation of a strong team working towards common strategic interests;
- ✚ implementation of modern methods and innovations in management;
- ✚ creating conditions for every employee to show their potential;
- ✚ development of personnel professionalism and competence;
- ✚ systematically updating and rejuvenating the staff;
- ✚ forming the image of the enterprise;
- ✚ KPI (key performance indicators) assessment;
- ✚ introduction of high technologies in production.

In the effective operation of every organization, the role of determined, fair, charismatic leaders who feel responsibility for the fate of the team, who can make timely and correct decisions, is very important.

Since the social sector belongs to the service sector, the characteristics of marketing activities in this sector are equally characteristic of social sector marketing.

If the theoretical and practical aspects of using marketing technologies in social and cultural activities, the comparative analysis of foreign experiences constitute the theoretical importance of the research, the development of methodological recommendations from the scientific conclusions collected as a result of the research, the marketing technologies used in social and cultural activities: art marketing, art market, visual art marketing technologies and methods of their use constitute the practical value of research.

In creating a new socio-cultural environment in new Uzbekistan, the primacy of spiritual, moral and cultural values, ensuring the freedom of creativity and creative activity has become a newly developed system of the development of culture and art. Art management has a great role in shaping the cultural policy on the basis of a new worldview, especially by educating the population in the spirit of respect for national and universal values, improving the social and cultural environment. In the improvement of our social and cultural environment, the demand for the management profession is increasing in the art market, as well as new professions. Among our youth, there are many talented young people who are innovators in the development of management with their creative ideas and projects. Management is a certain type of system, the effective operation of which is ensured by the performance of a specific function by each element of the system. It is important to form a more or less adequate idea of management as a system of interrelated elements or structures. Laws, management principles, methods, mechanisms, functions, etc. are often distinguished among the components of the management process. Management will be aimed at the creation of competition between producers, existing in the production process, and maximizing profit. Management takes into account the interests of every citizen, group, association, organization and institution, the elements of the market infrastructure that can satisfy the needs of society in exchange for production in the socio-cultural environment and the mechanism that ensures their interaction. otherwise, it will be aimed at making them take their place on the world stage.

Professional qualifications and experience of an art marketer are important in the use of marketing technologies in social and cultural activities. Therefore, it is necessary to create sufficient conditions for the development, popularization and activity of marketing, especially art marketing.

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