

Khasan Kaytarov
Associate Professor of the Department
Informatics and Management
National Institute of Fine Art and DESIGN named after K.Behzod
Uzbekistan, Tashkent

PROSPECTS FOR THE DEVELOPMENT OF MARKETING IN THE ART SPHERE

Abstract: This article discusses the prospects for the development of marketing in the art field

Key words: conventional platform, improve marketing, company, new markets, services, production, advertising

Existing Data Sharing: By sharing data from users in a timely and systematic manner, you can create your own “common platform” on which other companies can develop their services and products

Partnerships: Having partnerships with related companies or industries can help you improve your marketing, enter new markets, or reduce costs.

Service Expansion: Consider adding new services to the current platform that can attract more users. This can be realized by both production and acquisition.

Expansion of the territory: an increase in geographical coverage can lead to an increase in customers and sales.

Marketing is about strategy, research, product sales management. Advertising is about selling here and now, increasing demand. PR is about the image of a product, brand or personality. The difference between advertising and marketing is that the former is part of the latter, it is one of the technologies.

New socio-cultural conditions that modify marketing in the art sphere. The trend of marketing development and the possibility of my functioning of the art sphere. The principle of feedback between service providers and consumers. Monitoring the needs, state and dynamics of demand in the field of socio-

cultural activities, the process of creating conditions for maximum adaptation to the external environment, the structure of cultural demand. The author's definition of advertising in the literature and the proposed one. Conceptual understanding of the advertising phenomenon. Dialectics of the general-special in advertising to identify the features of advertising in the art sphere.

Buying everything that is required for creativity, it is easy to get carried away and get superfluous or completely unnecessary. You should always choose the very best, as far as your budget allows, because cheap purchases are often disappointing - the wrong shades of pigment, the wrong texture of the paper or the fibers from the brush are pouring. The classic of marketing F. Kotler defines it as "a type of human activity aimed at meeting the needs and requirements of a person through exchange." His concept of social marketing is to define the goal of any organization as the establishment of needs, requirements, interests and the provision of desired satisfaction while maintaining and enhancing the well-being of consumers. When applied to the sphere of culture, social marketing dictates the priority of spiritual values, the cultural needs of people over all types of commercial activities. The process in which the art sphere becomes the subject of independent attention from economic sciences, management and marketing is a reflection of the development of objective reality in the socio-cultural sphere of society. Recently, the art sphere, having reached a certain level of development, was able to meaningfully "separate" from such closely related areas of social activity as education, health care, etc. The culture system as a social institution is a special branch of social production, the product of which satisfies a specific group of human beings. needs . In the theory of marketing, the object of activity, which, however, has an inter-subjective character, is both certain groups of the population and individuals with their needs and requirements. Consequently, the art sphere coordinates all its activities with the expectation of ensuring the satisfaction of the cultural needs of both a certain social group and an individual.

The art sphere has gradually gained independence and has become an essential element of the overall social activity, the functioning of which is aimed at the formation and satisfaction of the cultural needs of people. Consequently, this area in the modern world acquires the features of socio-cultural production, distribution, exchange and consumption, i.e., becomes the subject of study of economic science. At the same time, just like any other social sphere, although it has its own specifics that do not allow it to “merge” with the sphere of material production, to become its “servicing” link, it cannot develop and function successfully today without managerial, marketing and economic competence of cultural workers . Art marketing, as one of the independent types of marketing in market conditions, ensures the promotion of a “cultural product” on the market and studies socio-cultural activities as a macro-environment factor for industrial and commercial organizations and a micro-environment factor for art management.

We will understand the art sphere in the concept of marketing in two ways:

1) in a broad sense, as a way of being a person as a social being, as a system for relaying social experience;

2) in the sectoral (narrow) sense, as a specific sphere of society's life (spiritual sphere), including art, creative activity, entertainment, leisure, craft, children's creativity, as well as activities and their support (financial, legal, managerial, training of professionals, information , development of the material and technical base).

The content of activity in the art sphere is determined by the spiritual sphere of society, since marketing in this area begins with an analysis of the content of the spiritual sphere of a particular type of society and ends with an expanded formation of its content. Modern marketing in the arts refers extensively to the content of the spiritual realm to provide advertising, public relations, sponsorship, philanthropy, etc.

The term "marketing" is interpreted by professionals in different ways and, despite its current prevalence, it is practically not translated into Russian. The explanation of this phenomenon directly introduces marketing issues into the context of modern culture. Marketing is not invented or introduced specifically for Russian reality. The need for it, its effective application are due to the development of a market economy, the laws of the socio-economic and socio-cultural development of modern society. There are dozens of definitions of the content of the concept of "marketing", which, with all the differences, highlight the main thing in it - consumer orientation.

The limited understanding of marketing as a commercial activity causes a wary attitude of the subjects of socio-cultural activity towards marketing in the art sphere. However, marketing in the art management system is not limited to the sphere of paid services, because this significantly narrows the possibilities of its application. The direct application of marketing in the usual (commercial) sense to the sphere of culture is not entirely legitimate. The fact is that when applied to the sphere of people's spiritual needs, the very concept of marketing requires a certain rethinking. Experience shows that in modern conditions it is not enough to focus on the needs and requirements of the population. The social task of marketing in the art sphere is to form the actual spiritual needs of society.

References:

1. ZUNNUNOVA UMIDA GULOMOVNA, Development Trends of the Organization of Information Processing at the Enterprise, INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY, 2020, V 7, 2
2. Umida Zunnunova, KINDS OF INNOVATION STRATEGY AND RISKS OF INNOVATIVE ACTIVITY, "Мировая наука", 2019, V 22,1
3. Mukhamedov Umar, Umirzokov Rakhmatilla, Advantages of using

- computer graphics in the field of design, International Journal on Integrated Education, 2020, V3, 1
4. Umida Gulomovna Zunnunova Sayyora Abdulhakovna Zakirova, Lelia Rus Pîrvan, CHALLENGES AND PROSPECTS IN ART HIGHER EDUCATION OF UZBEKISTAN AND ROMANIA, European Journal of Research and Reflection in Educational Sciences (EJRRES), 2020, V 8, 10
 5. Turabek Raufovich Fayziyev Umida Gulomovna Zunnunova , Sayyora Abdulhakovna Zakirova, ACADEMIC AND ORGANIZATIONAL ASPECTS OF ENTREPRENEURSHIP EDUCATION IN ART UNIVERSITIES OF UZBEKISTAN, JOURNAL OF CRITICAL REVIEWS, 2020, V 7, 19
 6. Zunnunova U., Zakirova S, Pîrvan L. Challenges and prospects in art higher education of Uzbekistan and Romania, (EJRRES) ,2020, V8,10
 7. Fayziyev T., Zunnunova U., Zakirova S. Academic and organizational aspects of entrepreneurship education in art universities of Uzbekistan, Journal of critical reviews, 2020, V 7, 19