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**APPLICATION OF MARKETING INFORMATION SYSTEM IN THE
PROCESS OF DESTINATION BRANDING STRATEGIC PLAN
DEVELOPMENT**

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Research methodology. The results are obtained with the following methods: the method of abstractions and specification, in determining the essence of the category of «Marketing Information System»; analysis and synthesis – with the functional analysis of marketing information system, as well as in determining the phases of gathering information about the marketing potential of the territory; systematic – in determining the logic of relation between the use of different types of marketing research and building a structure of marketing research for the territory analysis.

Results. The functional analysis of marketing information system is presented. The model of marketing information system application including a subsystem of marketing solutions analysis is suggested.

A strategy of marketing potential analysis of a territory is worked out encompassing four main stages. On the basis of marketing potential analysis a certain territory is referred to as one or more of 9 proposed types, correspondingly. The typology of a local territory is determined according to four properties: 1) Effective use of available resources, 2) The status of the territory, 3) The level of marketing potential, 4) The spending level for the realization of marketing potential.

The structure of marketing research to be used when analyzing the marketing potential of Ukrainian territories is formed.

Novelty. The essence of the category «Marketing Information System» is specified. The theoretical framework is developed and the practicability of using the information marketing system to build a strategy of the territory branding is justified. It is proved that information accumulation about the territory should be based on building a marketing information system. The main stages of analysis of marketing potential of the territory are suggested and defined.

Practical value. A gradual structure of marketing research to be used to analyze the potential of the territory in the development of branding strategy of Ukraine is

suggested. A clear algorithm of the marketing system operation and the relationship and sequence of each marketing research is worked out.

Keywords: territory branding, marketing information system, marketing research, marketing intelligence, regional benchmarking, focus group, personal interview, SWOT-analysis.

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