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## **CROSS-CULTURAL MANAGEMENT OF THE CITY BASED ON MARKETING**

The article outlines the aspects of cross-cultural management of the city based on marketing. The analysis allows to state that strategic planning tools were developed initially in relation to the needs of the business (companies and corporations). They served their organizations to assess opportunities and to identify strengths and weaknesses. This analysis helped to build on the success and minimize market risk.

We consider the views of foreign scholars on the marketing concept of city development and implementation of marketing tools periodization in American and European countries, Russia and Ukraine. Analyzed literature indicates that Ukrainian and Russian scholars consider the city marketing and its planning primarily in terms of theory. There is no practical experience

of domestic marketing planning for the development of the city.

The author conducted comparative description of the types of city-based marketing. Therefore, all approaches to the development of city marketing development have one common suggestion – creation of a favorable image of the area.

The analysis of the concept of marketing planning in foreign countries indicates that elements of this concept are transformed under the influence of technological change and the information society. These changes are the impetus in the development of the modern city.

The study is an analysis of cross-cultural management of the city based on marketing. In the paper, the author researches the method of marketing planning of coastal resort city.