

**Abstract of master's dissertation
of Chereshniuk Artyom Grigorievich**

**on the topic: «Role of territorial marketing in the development of the
regions of Russia: the scientific and educational aspect».**

The dissertation work consists of 116 pages, 4 tables, 12 figures, 3 applications; includes an introduction, three chapters, conclusion, bibliography (34 sources) and 3 applications.

The master's dissertation examines the possibility of a teacher of geography basics of territorial marketing in geography lessons and in extracurricular activities for students of 9 classes of secondary schools.

Relevance of the study: The market economy that exists in the world and is emerging in Russia dictates its own conditions. How successfully a system of promotion of individual regions, sectors of the economy, enterprises based on advantages will be built, so much depends on socio-economic development, and, ultimately, the life of an individual.

What is the basis for human development, its socialization? This is education. A person receives basic education while studying at school.

The dissertation describes the process of developing and implementing the «Attractive Region» business game within the framework of a comprehensive school.

The problem of the study is to find the most successful model of interaction between a teacher and the students 9th grade on the basics of territorial marketing in the course of socio-economic geography in the context of universal computerization and the introduction of the digital economy on the one hand, and different conditions of students' life on the other.

The object of research is the process of studying territorial marketing in the framework of socio-economic geography in 9 classes of Abansk Secondary School No. 3.

The subject of the study - features of the use of territorial marketing in a comprehensive school.