

**ECONOMICS**  
**(specialty 08.00.05)**

***Kaul O.V., Minaev D.V. Formation of internal organizational marketing of vertically integrated organizations (terminology and structure of the problem)***

We consider the current state of the theory and methodology of forming internal marketing in a specific type of organizational and economic systems – a vertically integrated organization. It is discussed and clarified concepts designating the appropriate direction of marketing and the type of such businesses. It is identified the main ways of development of theoretical research in this field. It is offered a logical structure issues, as well as the overall methodological framework of the functional design and forming and diagnostic tools of intra-marketing for vertically-integrated system.

Key words: business-model, intra-marketing, internal marketing, organizational marketing, vertically-integrated structures, methodology of management diagnostics.

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