

Summary

Subject matter: Advertising activity of a modern organization: ways of the improvement of the effectiveness of its realization (on the example of “Tekhno-Almaz, Ltd.”).

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Customer organization: “Tekhno-Almaz, Ltd.”

Topicality of the research: Advertising an integrate and the most active component of the complex system of integrated marketing communication, is a leading link in marketing communicative activity.

The main goal of the advertising and the tendencies of the development of modern advertising business in the complicated conditions of the market economy in order to use then to strengthen the advertising impact on a person to stimulate the demand for products and services.

Advertising activity is a linking element between production and consumption.

Objective: of the research is a comprehensive analysis of the advertising work in a modern organization and development of recommendations on its improvement.

Tasks:

- to study the essence, role and tasks of advertising work;
- to analyze the advertising means and their application;
- to examine the methods of advertising business;
- to give a general description, to conduct the analysis and assessment of the key indicators of the advertising activity of “Tekhno-Almaz, Ltd.”;
- to analyze the process of planning and conduct the analysis of the advertising work “Tekhno-Almaz, Ltd.”;
- to propose recommendations on the improvement of the advertising work of “Tekhno-Almaz, Ltd.”.

Theoretical and practical significance of the research is the verification of the essence of advertising works by conducting advertising events, use of various kinds of advertising. The conclusions and recommendations contained in the work on the improvement of the advertising work of “Tekhno-Almaz, Ltd.” can be used by the organization to develop the measures aimed at the improvement of their work.

Conclusions: In modern market conditions no commercial organization can do successful business without advertising in this or that form.

Advertising activity is the totality of means, methods and ways of spreading information in a certain sphere of the people’s economic and social work in order to draw the attention of potential customers to the object of advertising.

The main goal of advertising is the revelation of the regularities and tendencies of the development of modern advertising business in the complex conditions of the market economy in order to use then to strengthen the advertising impact on a person in order to stimulate the demand for products and services.

Advertising is part of marketing communications and their role is growing from year to year. Customer should provide communication by means of marketing activity. Success can be achieved only in the case of positive relationship. To build relations with the customer the organization can use such a powerful means as advertising in its various manifestations and by using various methods.

Recommendations:

- to use the services of consulting firms;
- to improve the site, to place more detailed information about the product, services, provided by the organization;
- the possibility of online purchasing;
- participation is various forums, competitions between the geological prospecting and mining enterprises as the production of the organization is intended for these industries.