

**Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.04.01 .- Advertising and Public Relations (Commercial Advertising)**

**Subject matter of the dissertation:** "The Internet as a modern media platform for advertising communications."

**Author of bachelor's dissertation:** Kostin Filipp E.

**Scientific supervisor of the master's dissertation:** Avsharov A.G., Candidate of Economic Sciences, Associate Professor at the Department of Innovation, Marketing and Advertising.

**Customer organization:** EMS-fitness studio «ZOOM»

**Topicality of the research:** The relevance of the theme of the dissertation research is due to the fact that at the present stage of the development of society, the development of companies in accordance with market requirements acquires special significance. Marketing is a strategic tool, one of the tasks of which is to ensure a sustainable, competitive position of the business, taking into account the specifics of the industry and the state of the external and internal environment, while the business should focus on the needs of the target audience.

In the society of consumption and with the sale of lifestyle, the body becomes a link in the chain of trade relations. Criteria for liquidity are also dictated by the market. Fitness has become an important attribute of the way of life of the modern man in the street who makes him happy. Since the beginning of the 2000s, the demand for this fitness service has grown dramatically, thus, the fitness industry is one of the most profitable business areas. A high level of competition in the fitness services market causes the need for justification, and the use of modern techniques and ways to ensure sustainable business development, among which an important place is occupied by marketing communications on the Internet.

**The object of the research** conducted within the framework of this work is the complex of marketing communications of companies in the online environment.

**The subject of the study** are approaches, methods and tools for the formation of a modern complex of marketing communications on the Internet in the market of fitness services.

**The objective of the master's work** is a detailed examination of the theoretical and practical foundations of the complex of marketing communications

on the Internet, as well as the development of a marketing strategy on the Internet of the EMS-fitness studios «Zoom».

To solve the tasks in the final qualifying work the following **methods** were used:

- The general method is a narrative method, synthesis, SWOT - analysis, system and structural-functional approaches.
- Comparison, survey, as well as external direct observation.
- Experiment.

The final qualification work is completed on ninety-nine pages, consists of an introduction, three chapters of the main study, conclusion and a bibliographic list.

The first chapter of the work "Theoretical aspects of marketing communications in the Internet" describes the communicative characteristics of the global Network, classifies the tools of marketing communications on the Internet and tells about their features.

The second chapter is devoted to the strategic planning of brand marketing communications in new media. Here are the main stages of creating an effective promotion strategy, identifying specific features of marketing tools, and selecting them in accordance with the goals of communication.

The third chapter is aimed at developing a marketing strategy aimed at improving the complex of marketing communications on the Internet EMS - fitness studios "Zoom".

**The result** of this research is a marketing strategy, which was successfully implemented as a strategic document of marketing communications of EMS - fitness studios of the "Zoom" brand.