

## SUMMARY

**The Subject Matter of the Graduation Thesis:** ANALYSIS AND IMPROVEMENT OF THE ORGANIZATION'S ADVERTISING MANAGEMENT SYSTEM (by the Example of the Limited Liability Company «Okna Bol'shoy Strany»).

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**The Information about the Contracting Authority:** LLC «Okna Bol'shoy Strany».

**The Topicality of the Research:** In the modern world, advertising plays a huge role in all the company's activities, in strengthening its position in the market. In the conditions of market relations, high competition and the struggle for a leading position in the industry, organizations need to constantly improve the advertising management system, search for new forms and methods of advertising communication with consumers.

**Objectives of the Research:** research of the advertising management system of a modern company and identification of directions and ways to improve it on the example of LLC «Okna Bol'shoy Strany».

**The Tasks of the Research:**

- to determine the essence of the concept of advertising, its goals, tasks and functions;
- to reveal the role of advertising policy in the management of advertising activities;
- to give a general description of LLC «Okna Bol'shoy Strany»;
- to analyze the state and features of advertising activities in LLC «Okna Bol'shoy Strany»;

- to identify opportunities and directions for improving advertising activities in LLC «Okna Bol'shoy Strany»;
- to develop recommendations for improving the management of advertising activity in LLC «Okna Bol'shoy Strany».

**The Theoretical Significance of the Research** is to systematize theoretical principles and methodological provisions in the field of advertising management in a modern organization. **The practical significance** lies in the fact that the findings and practical recommendations of the research can be used to improve management of advertising activities and enhance the efficiency of the entire work of «Okna Bol'shoy Strany» and other similar organizations.

**The Findings of the Research:** Building an effective advertising policy and skilful organization of advertising activities allow the company to avoid possible mistakes, minimize risks and financial losses associated with misunderstandings and lack of consumer awareness, increase the return on advertising campaigns and ensure quick and uninterrupted sales of products.

**Recommendations:**

Further improvement of advertising activities in LLC «Okna Bol'shoy Strany» is necessary and possible in the following areas.

- 1) Improving the forms and content of advertising on the Internet.
- 2) Activation of work with journalists on placement of image advertising in mass media.
- 3) Launch targeted marketing campaigns.
- 4) Increase in expenses for printing products.
- 5) Launch of advertising in the specialized press dedicated to construction.
- 6) Increasing the volume of outdoor advertising.
- 7) Development and implementation of non-traditional forms of advertising.

Taking into account this set of directions, the paper offers specific recommendations for optimizing the advertising management system in the organization based on modern computer technologies.