

## SUMMARY

**Theme:** «The role of advertising in shaping the corporate image of the organization (for example LLC «Rosstyle»)

**Author:** Petrosyan N.G.

**Supervisor:** Volochaeva Oksana Fedorovna  
59 pages, 46 bibliographic titles, 14 appendixes.

Keywords: advertising, corporate image, the company's image.

**The relevance of the research** topic due to the fact that the present time is being the constant companion of the person, massively influencing it, plays a significant role in the life of human society. This role is not limited to any part of the media, or even the whole market activity. Especially great is the importance of advertising in the fields of economy and social life. We can note its significant educational and aesthetic role. Today it is impossible to imagine the promotion of even the smallest company, without advertising, albeit minimal. Advertising is part of the image of the company and the requirements should be tough enough: at once beautiful and original design; a brief summary of the advertised goods and services; accurate marketing concept; maximum informativeness of advertising.

**The object** of investigation in this work is the corporate image.

**The subject** of research is the role of advertising in shaping the corporate image.

**The practical significance of the study** lies in the fact that they are the factual basis for suggestions and recommendations for the use of advertising in shaping the corporate image of a commercial organization, approved by LLC «Rosstyle».

**The results of the study.** During the research it was revealed that the company «Rosstyle» mainly to promote products using print ads, media, outdoor advertising and the Internet. However, the organization reluctantly uses discounts, and the cost of the discounts in 2014 decreased by 12%.

The level of corporate image of the organization average. He is not doing anyone any harm, but you want to work on the image more to achieve the best result. The result of the study was to assess the corporate image for different groups of the public. Based on these data, the management of the company «Rosstyle» you need to create a favorable image (for potential

customers who are not familiar with the company), to maintain or to develop it, to improve particular attributes of the organization or to change the unfavorable image.

For the company «Rosstyle» suggested the following measures to improve the effectiveness of sales promotion:

- development of system of discounts and bonuses;
- – development of feedback forms on the website of the company, by introducing «Live Chat»;
- – formation of corporate identity.

By implementing the proposed measures, «Rosstyle» significantly improve its financial position. The recommendations will «Rosstyle» to increase sales. Internal rate of return is 49.8% and NPV – 336, 77 thousand RUB So the enterprise can be considered effective.