

Summary

Subject matter: Organization and carrying out an advertising campaign on a store "Zolushka" of the company "Arianna"

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Customer organization: "Arianna", ltd.

Topicality of the research is conditioned by the significance of the role of advertising in the modern market environment and its huge impact on the profitability and efficiency of trade organizations.

Objective of the research is the research of modern theoretical foundations and methods of advertising and their practical usage in the organization of promotional activities in the "Zolushka" store.

Tasks of the research:

1. to disclose the notion and meaning of advertising;
2. to describe the theoretical approaches to trade and retail advertising;
3. to analyze the methodology of the effective advertising;
4. to describe work shop "Zolushka";
5. to analyze the of economical and financial activity of the "Zolushka" shop;
6. to develop recommendations for the effective advertising campaign for the "Zolushka" shop of the "Arianna" ltd.

Theoretical significance of the results of the research is to form the principles and guidelines of improving the existing mechanism and the formation of a new advertising policy for the retailers.

Practical significance of the results of the research is the development of the recommendations securing the improvement of the organization's advertising policy. The results of the research can help one to form the principles of the mechanism of the improvement of the organization's advertising policy and to organize the effective advertising campaign.

Results of the research. We have:

- 1) developed a complex of measures on the improvement of “Zolushka” performance;
- 2) developed the unique advertising campaign for the “Zolushka” shop.

Recommendations:

1. “Arianna”, ltd. should introduce a system of merchandising;
2. to conduct the proposed advertising campaign;
3. to apply the proposed outdoor advertising funds;