

SUMMARY

The Subject Matter of the Graduation Thesis: The Analysis and Improvement of the Advertising Activities Management at a Modern Enterprise (by the Example of «Santa- Service» Ltd).

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The Information about the Contracting Authority: «Santa- Service» Ltd.

The Topicality of the Research: One of the key issues of the efficient functioning of a modern enterprise is to bring the information about the company and its products to potential consumers. An important element of informing the public is advertising that acquires special significance in the conditions of the market economy format which is characterized by fierce competition, a constantly changing wide range of goods and services, an increasing share of science-intensive and technologically complex products. The insufficient development of each stage of this activity, scattered and chaotic actions in this sphere not supported by the complex implementation of the basic management functions such as planning, organizing, motivating, control – all this leads to an outflow of customers, loss of competitive advantages and, ultimately, to a decrease in profits under the current conditions of the protracted crisis and aggravated competition.

Objectives of the Research: are to carry out a comprehensive analysis of the management of advertising activities at a modern enterprise and to work out some guidelines to improve this type of management activities.

The Tasks of the Research:

- to describe the concept, content and types of advertising;

- to examine the management of advertising activities at a modern enterprise;
- to give a general description of «Santa- Service» Ltd.;
- to analyze the management system of advertising activities at «Santa- Service» Ltd.;
- to find basic problems in the management of advertising activities at «Santa- Service» Ltd.;
- to work out some guidelines to improve the management of advertising activities at «Santa- Service» Ltd.

The Theoretical Significance of the Research lies in the enlargement of the scientific notions about advertising activities, their content and significance for modern enterprises. **The practical significance** lies in the usage of the recommendations worked out to improve the management of advertising activities both at «Santa- Service» Ltd. and other small and medium-sized trading enterprises, as well as at enterprises of other business lines.

The Findings of the Research: The success of a modern enterprise depends on its competent management of advertising activities. The constant search and implementation of new ways to improve its activities will enable the company to stand out from the competitors, increase its representation in the fastest growing segment of informing the target audience, expand the range of potential customers, retain the current ones, as well as ensure the effectiveness of the development of new areas of sales.

Recommendations:

- we propose to improve the existing web-site of «Santa- Service» ltd. by increasing the conversion rate of the site, making its content richer in the information provided, expanding its structure, creating feedback facilities (FAQ, a feedback page, an opportunity to ask an urgent question), improving the interface;
- we propose to use an additional advertising channel – the news block developed by us with the purpose of informing the clients of «Santa- Service» ltd.

about all active promotions and discounts, and other events organized by the enterprise;

- we propose to create accounts in popular social networks to cover a wider audience.