SUMMARY

The topic of graduate qualifying work is "Advertising on the Internet as the method of promotion of goods and services".

The author of the paper is Barsegyan K.K.

Academic advisor: Lisitza E.S.

The purpose of work is scrutiny and research of particular qualities of Advertising on the Internet and opportunities of using it for successful promotion of goods and services.

Advertising research is determined to explore the Advertising on the Internet as a perspective communication channel with consumers; identify the differences and advantages over Advertising in traditional mass media; investigate the methods to assess efficiency; review the types of Advertising on the Internet and its particularities; characterize promotional activities of the hotel and entertainment complex "Atlantis"; create the recommendations to increase the effectiveness of advertising activity on the Internet for the "Atlantis" complex.

Scientific-theoretical and practical significance consists in the possibilities of using the results obtained in the studies that could help to organize the "advertising activity on the Internet for the hotel business organizations. Theoretical part of work determined to synthesize the obtained knowledge about Advertising on the Internet. Conception, classification, elements and forms of advertising on the Internet have been reviewed. The advantages that Internet possesses as an advertising platform have been determined. In practical part of graduate work there were reviewed the tools of Advertising on the Internet used in hotel and entertainment complex "Atlantis", and it was created the recommendations to increase the effectiveness of using such marketing communication channel.

The significance of project is determined by the present economic situation, when the whole world, including Russia, is being under the pressure of the recent economic crisis; the rivalry is increasing and traditional ways of communication with consumers are becoming non-effective and old-fashioned. In this conditions,
the problem of existence and researching of new ways of goods and services promotion is becoming relevant. One of the most effective and perspective branches in this sphere is the Advertising on the Internet.

**Research results:** in the work there were reviewed the history of the Internet development, its opportunities and particularities that had determined the rapid growth of the Net Advertising market, and had allowed to play the unique integration role in the complex of marketing communications. The Advertising on the Internet requires specific methods to assess the effectiveness, and it has a wide range, that belongs only to this branch of advertising, of flexible and powerful tools capable to solve the problem of goods and services promotion optimally according to correlation of money and efficiency. This is critically necessary for the hotel business sector. Underestimation of this type of advertising and passive utilization can cause serious handicap for the "Atlantis" complex to be able to compete.

**Recommendations.** To increase the efficiency and efficacy of the advertising activity of Ltd. "Atlantis" considering the scale of business and opportunities of the hotel budget, the next recommendations have been created: hire a specialist engaged in the site development, and creation and support of the pages in social networks; to provide the marketing actions using Email and Banner Advertising. The expected effect of increasing sales by 6% would lead to growth in net income 639 thousand rubles. This gives the reason to consider proposals for the application of Internet Advertising by Ltd. "Atlantis" to be effective.

**The structure of work** is subordinated to the solution of the problems of study and includes: introduction, two chapters, which consist of four paragraphs, conclusion, bibliographical list, application. The overall volume of graduate qualifying work composes 105 pages.