Summary

Subject matter: Advertising activity of a modern organization: ways of improvement in the effectiveness of its realization (on the example of “Time-Auto”, ltd).

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Customer organization: “Time-Auto”, ltd

Topicality of the research: Advertising is an integral and most active constituent of a complex system of integral marketing communication, is a leading link in the marketing communication activity.

The main goal of advertising activity is the identification of the regularities and tendencies of the development of modern advertising business in tough conditions of a market economy in order to use them for the strengthening of advertising impact on an individual to stimulate demand for goods and services.

Advertising activity is the linking element between production and consumption.

Objective of the research: Analysis of the organization’s advertising activity and development of measures on their improvement (on the example of “Time-Auto”, ltd).

Tasks: 1. to study the theoretical foundations of advertising; 2. to analyze the history of home and foreign advertising; 3. to examine the main types and methods of advertising; 4. to conduct the analysis of the advertising activity of “Time-Auto”, ltd. 5. to develop a complex of measures on the improvement of the organization’s advertising activity.

Theoretical and practical significance of the research: is the specification of the essence of advertising activity by launching advertising campaign, using various types of advertising. The conclusion and recommendations contained in the work on
the improvement in the advertising activity of “Time-Auto”, plc can be used by the organization to develop measures aimed at the improvement of this activity.

**Conclusions:** In modern market conditions no one commercial organization can do business successfully without advertising of any kind.

Advertising activity is the total of means, methods, and way of spreading information in a certain sphere of economic and social activity of people in order to attract attention of prospective consumers to the object of advertising.

The main goal of advertising activity is the identification of the regularities and tendencies of the development of modern advertising business in tough conditions of market economy in order to use them for the intensification of the advertising impact on an individual to stimulate demand for goods and services.

Advertising is part of marketing communication and their role is increasingly growing. Success can be achieved only in the case of positive communication. To establish communication with a consumer the organization can be avail itself of a powerful means such as advertising in its various manifestations by using different methods

**Recommendations:**
- “Time-Auto”, plc should use the services of advertising agencies;
- to improve the site, to place more detailed information on goods and services, provided by the organization, the on-line purchasing will contribute to the success;
- to intensify work with journalists for them to place advertisements in the mass media.