SUMMARY

The Subject Matter of the Graduation Thesis: Development of the method of the advertising campaign and the evaluation of its effectiveness (by the Example of the Limited Liability Company “Logika krasoty”).

The Author of the Graduation Thesis: Pogosova Maria Rubenovna.

The Supervisor of the Graduation Thesis: Candidate of Economic Sciences, Associate Professor of economic sciences, management and finance Radmila Tatarkulova.

The Information about the Contracting Authority: “Logika krasoty” Ltd.

The Topicality of the Research: Nowadays, when the economy develops at an unimaginable speed, when new technologies appear every day and products, the amount of incoming information changes and competition grows, and then entrepreneurs need to use their marketing potential, to advertise their activities to attract consumers and strengthen its place in the economic arena. At present, advertising has become an integral part of the activities of any enterprise. The necessity and importance of advertising is a proven fact that has been tested by the time and practice of many organizations. The main function of advertising is making the potential client believe that this is product that he needs to purchase or that he should use your services. It acts as a factor of psychological influence on potential customers and as a source of their informing.

Objectives of the Research: consists in determination of the role of advertising in the modern world, the analysis of its components and the importance of using advertising in the enterprise.

Tasks of the research:
✓ to study theoretical aspects of the essence of advertising;
✓ determine the stages of building an advertising company;
✓ characterize the company “Logika krasoty” Ltd in the organizational and economic ways;
✓ evaluate the advertising activities of “Logika krasoty” Ltd;
✓ develop effective activities to improve the advertising company;
✓ analyze the effectiveness of the proposed activities for “Logika krasoty” Ltd.

The Theoretical Significance of the Research consists in expanding knowledge about the organization of advertising companies, the stages of its construction and evaluation of its effectiveness, as well as an expansion of the conceptual apparatus based on theoretical information. The practical significance of the research is that the theoretical knowledge that we obtained, served as the basis for improving the advertising activity of the enterprise.

The Findings of the Research: Advertising is a deliberate, purposeful process of a paid communicative interaction between the advertiser and some audience, aimed at bringing some information or idea to the minds of representatives of this audience. The need of advertising appears where there is a choice and an opportunity to make it. The more the choice of products and services we have, than faster is the development of advertising.

Recommendations:
- as the first recommendation, we suggest “Logika krasoty” Ltd to hire an employee for the position of an advertising specialist;
- as a second recommendation, we suggest using the questionnaire that we developed (represented in the Appendix);
- as the third recommendation, we suggest to use the chosen system of organizing an advertising company.