Summary.

Subject matter: Modern system of management of the organization’s advertising activity.

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Customer organization: trade house “Kavminprod, Ltd.

Topicality of the research: Advertising has become part and parcel of a modern society. Its penetration into various spheres of human activity becomes increasingly obvious and unavoidable. Advertising business in all the countries develops at such a speed, embraces such broad aspects of the economy and production, involves such human resources that one can say with certainty: advertising at the modern stage has turned into a special type of human activity – advertising business. At present the issue of advertising development is one of the important marketing functions implemented by an absolute majority of the participants in the market activity.

Objective of the research is the study of the ways of the improvement of the management of the organization’s advertising activity. The realization of the goals set required the implementation of the following tasks:

- to study the meaning and content of a modern advertising process;
- to highlight foreign experience of management of the organization’s advertising activity;
- to highlight the formation of management of advertising activity in modern Russian organizations;
- to study the constitutional aspects of the advertising activity of “Kavminprod”;
- to analyze the effectiveness of management of the advertising activity of “Kavminprod”, Ltd.
- To describe the main directions of the improvement of management of advertising activity on the example of “Kavminprod”, Ltd.
Theoretical and practical significance of the research is the systematization of the knowledge of modern systems of management of advertising activity and its impact on the results of the organization’s performance. Practical significance of the research is that the developed recommendations can be used by the heads of “Kavminprod”, Ltd, and also by other organizations interested in the improvement of the system of management of advertising activity.

Results of the research:

- the organization’s production is competitive enough;
- the organization’s advertising activity is conducted at the insufficient professional level;
- advertising actions lead to the increase in the demand for the production.
- Recommendations: it is suggested that new types of advertising be not introduced, but the available types of advertising activity be improved. Recommendations on the improvement of the effectiveness of the exhibition activity are provided and a number of steps on the planning of the exhibition activity are spelt out, as the organization’s production has high chances of winning prizes at exhibitions. The recipe and concept of the advertising campaign of the new drink intended for sportsmen are developed.

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