Summary

**Subject matter:** Advertising of a modern enterprise (based on the example of “Procter and Gamble”).

**Author:** Uligova Alina Anzorovna.

**Supervisor of studies:** Demina N.V., candidate of sciences (sociology), associate professor of the Chair of financial-economic and legal provision of management activity.

**Customer organization:** “Procter and Gamble”.

**Topicality of the research:** Advertising seriously affects our life nowadays. It determines our style and lifestyle, influences our preferences, our attitude to ourselves and others. It shows us the ready-made patterns of behavior in different situations, tells us what’s right and what’s wrong.

The contemporary business world, which is based on the principles of market economy, undergoes considerable changes. The information society is replacing the industrial society, which creates new opportunities in business. Advertising becomes especially important in the conditions of the forming information society. It establishes, supports and develops communications between enterprises, subcontractors, government agencies and consumers. Advertising helps to get feedback from the market. Besides it helps control product promotion, create and reinforce a stable system of preferences among consumers. Influencing a consumer, advertising forms demand and controls it.

This trend has a considerable influence on business across the world. To survive in such conditions a company needs to resort to advertising. Any company, which ignores advertising, is not known to the society and doesn’t exist for the market. Advertising and its role in a particular company is very acute today, as the very procedure of advertising means that there should be a system of different activities, which, consequently, help select the best way for the financial and economic development.

Today advertising surrounds a person everywhere and influences him every day. It plays an important role in the life of human society. Besides this role has no limits either in the mass media or in the market activities. Advertising plays an important role in the economic sphere and in the sphere of public activity. All this explains the choice of the subject matter.

**Objective of the research:** a comprehensive analysis of advertising of a modern enterprise and drawing up of methodological guidelines on its improvement.
Tasks:
− to research the notion, essence and main types of advertising;
− to analyze the process of managing advertising;
− to study the means of distribution of advertising;
− to characterize “Procter and Gamble”; 
− to analyze the advertising of “Procter and Gamble”; 
− to draw up the methodological guidelines on the improvement of advertising of Procter and Gamble”.

Theoretical significance of the research: to broaden the scientific knowledge about advertising, its essence and importance in the operations of modern enterprises.

Practical significance of the research: the opportunity to adopt the proposed guidelines to improve advertising both in “Procter and Gamble” and in enterprises with similar operations.

Results of the research: Managing advertising means concentrating all efforts on a small number of promotional activities, which are able to achieve the set marketing targets through the constituents of its effectiveness (economic and communicative) with a limited budget.

Recommendations:
- to use all the channels of advertising distribution effectively, to constantly assess its effectiveness, and also to start using the new type of communication with customers, such as permission marketing, more actively;
- to use product placing more actively;
- to consider national peculiarities of the countries, where the products are distributed, when organizing advertising campaigns of the brands.