

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF INTERNATIONAL MARKETING**

BACHELOR'S THESIS

on the topic

**« DEVELOPMENT OF MARKETING MEASURES TO
PROMOTE THE PRODUCT ON THE INTERNET »**

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АНОТАЦІЯ

Кошарна О.О. Розробка маркетингових заходів з просування продукту в мережі Інтернет

У кваліфікаційній роботі було проведено аналіз розробки та впровадження маркетингових стратегій для продукту в мережі Інтернет. Досліджено сучасні концепції та інструменти маркетингу в цифровому просторі, а також визначено їхній вплив на просування продукту. Аналіз сучасного стану компанії "ФОП Холодової Крістіни Ігорівни" у контексті онлайн маркетингу дозволив виявити ключові аспекти і розробити рекомендації для його поліпшення. Також було проведено аналіз маркетингового бюджету та очікуваних результатів заходів для досягнення мети - ефективного просування продукту в мережі Інтернет.

Ключові слова: маркетинг, маркетингові заходи, просування, продукт, інтернет, онлайн, стратегія, аналіз, ринкові тенденції, споживач, ефективність, адаптація, інновації, ресурси, клієнти.

SUMMARY

Kosharna O.O. Development of marketing activities to promote the product on the Internet

The qualification work analyses the development and implementation of marketing strategies for a product on the Internet. Modern concepts and tools of marketing in the digital space were studied, and their impact on product promotion was determined. The analysis of the current state of the company 'FOP Kholodova Kristina Igorevna' in the context of online marketing allowed to identify key aspects and develop recommendations for its improvement. The article also analyses the marketing budget and the expected results of the activities to achieve the goal of effective product promotion on the Internet.

Keywords: marketing, marketing activities, promotion, product, Internet, online, strategy, analysis, market trends, consumer, efficiency, adaptation, innovation, resources, clients.

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