

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF INTERNATIONAL MARKETING**

BACHELOR'S THESIS

on the topic

**“ANALYSIS OF THE ADVERTISING MARKET AND
IMPROVEMENT OF THE MARKETING MIX OF THE
ADVERTISING AGENCY”**

**Completed: 4 th year student, group MG(eng)-20
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АНОТАЦІЯ

Попейко З.М. Аналіз рекламного ринку та вдосконалення маркетинг міксу рекламної агенції

У бакалаврській кваліфікаційній роботі проведено дослідження сучасних засад рекламної діяльності підприємств в конкурентному ринковому середовищі та теоретичних засад і методів реалізації рекламної діяльності в практиці рекламного агентства, і, як наслідок, розроблено практичні рекомендації щодо удосконалення рекламної діяльності рекламного агентства. У роботі також проаналізовано маркетинговий бюджет та очікувані результати діяльності для досягнення мети ефективного просування агентства в Інтернеті.

Ключові слова: реклама, рекламна діяльність, ціна, місце, просування, продукт, Інтернет, онлайн, стратегія, аналіз, тенденції ринку, споживач, рекламне агентство, ефективність, адаптація, інновації, ресурси, клієнти.

SUMMARY

Popeiko Z.M. Analysis of the advertising market and improvement of the marketing mix of the advertising agency

In this Bachelor's qualification work, study on the modern principles of advertising activities of enterprises in a competitive market environment and the theoretical foundations and methods of implementing advertising activities in the practice of an advertising agency were conducted, and, as a result, practical recommendations for improving the advertising activities of an advertising agency, were conducted. The work also analyses the marketing budget and the expected results of the activities to achieve the goal of effective agency promotion on the Internet.

Keywords: advertising, advertising activities, price, place, promotion, product, Internet, online, strategy, analysis, market trends, consumer, advertising agency, efficiency, adaptation, innovation, resources, clients.

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