

Saint-Petersburg State University

Destination 080100 "Economics"

### Annotation

This graduation qualification work written by a student of the Faculty of Economics, St. Petersburg State University group EFiUI-42 Kachalin Arseny Alekseevich. Work is devoted to research of theoretical and practical bases of Internet advertising, in particular the evaluation of its effectiveness. The practical part is devoted to the calculation of the effectiveness of different online advertising channels, as well as a description of their positive and negative aspects for a particular company. As a result of analysis of the various sources of the concept of Internet advertising has been explained, it is a classification of the main types. Also described in the main indicators of the effectiveness of online advertising and the cases when they are used.

Relevance of the research topic is determined by the fact that the Internet in Russia - is actively developing environment and the skills and knowledge of various aspects of marketing on the web, among which is, and Internet advertising can help businesses at all stages of his life.

This work consists of three chapters, each of which includes 2 paragraphs. The total number of pages is 40.