

knowledge of the tools to analyze competitors and market, creativity, literacy and mindfulness.

Responsibility of the marketers is to promote and support company image, planning and implementation of advertising and PR-companies, active interaction with the developers of web-sites to improve the activities of the company. Important requirement is the language of the country you work in or English at upper-intermediate level.

And of course, your focus on result is very important for the company.

References :

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THE RELEVANCE OF ONLINE ADVERTISING

Key words: marketing, internet, internet advertising.

In today's world of internet advertising every year is becoming increasingly important. Advertising on the Internet requires fewer resources than traditional media advertising. The user gets access to the content, but not limited timeframe, when he pleases, and anywhere where there is internet access.

Internet access is becoming more accessible to users, quickly growing number of Internet users on mobile devices after the launch of 3G networks the largest mobile operators in Ukraine, from which increases the audience of Internet advertising.

According to Research Company ZenithOptimedia "media consumption", the people of Ukraine is carried out every day in front of TV 125.9 minutes on the Internet - 66.9 min According to the forecast, for 2017 these figures were 121.5 and 70.2 minutes. For comparison: in 2010 they were 147.2 and 38.7 m On Google's Consumer Borometer data, 28% of Ukrainians go online when watching TV.

Internet audience is clearly structured. Internet allows you to access the narrow segments, placing ads on niche sites with a specific audience, demonstrate treatment based on the search query, or only a certain age group. Tools Internet advertising allows the advertiser the most efficient use of funds.

Advertising on the Internet allows different introduce a product or service in the form of text or audio, visually in a photo or video. Advertising appeal typically refers to the advertiser's site, where it can be deployed provides information about the product in a different form in volume without restriction.

With the growing number of Internet users is growing and the market of Internet advertising. According to the data of All-Ukrainian Advertising Coalition, internet-advertising market in Ukraine grew by only 11% in 2015, but the increase was as much as 2.4 billion in the national currency.

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	The results of 2015, mln UAH	The forecast, in 2016, mln UAH, in December 2015	Percentage change 2016 to 2015, forecast in December 2015	The forecast, in 2016, mln UAH, July 2016	Percentage change 2016 to 2015, forecast in July 2016
TV advertising, all	4164	4811	16%	5263	26%
Press just	1320	1 248	- 5.5%	1 248	- 5.5%
Radio advertising, all	304	333	9%	387	27%
Outdoor advertising (OOH Advertising), all	952	1045	10%	1215	28%
Advertising in cinemas	24	26	10%	26	10%
Internet advertising	2355	2745	17%	2855	21%
TOTAL MEDIA MARKET	9119	10208	12%	10994	20.6%

Summing up we can say that today the Internet - media vehicles with ever-growing and diverse audience clearly structured and internet advertising - a profitable tool.

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MARKETING OF DISRUPTIVE INNOVATION

Key words: marketing, innovation, disruptive innovation

In today's world, innovation is an effective mean of improving the competitiveness from leading to the creation of new products and new markets to investment and reduce costs of all types. In addition, the introduction of innovative solutions creates new jobs, increases the overall level of economic development, contributes to the creation of world-renowned brands.

In accordance with international standards of innovation (innovation) is defined as the end result of creative activity, embodied in the form of new or improved