The next step is political advertising, but in Ukraine, he is himself a political market, still being formed. However, domestic political practice increasingly includes specific products the political market, ie a variety of benefits and privileges. First of all, this is due to the increasing role of political advertising and the wide use of the media, as well as the inclusion of such a powerful means of influence on political decisions, as the public opinion.

In a nutshell, the importance of political marketing is how effective it is at spreading messaging and informing the public. Campaign messages and ideas are very easily and quickly consumed and shared, and this facilitates a better more organic way of raising awareness and generating a call them to action, whether that action is to join a campaign, lobby for a bill, or cast a vote at the poll.

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INFORMATION TECHNOLOGIES FOR DATA ANALYSIS IN MARKETING

Key words: marketing; data analysis; information technologies.

Marketing deals with the analysis and possible solution of different problems using "scientific" methods. In the information age, knowledge is increasingly stored and provided by computers. Data play central place in marketing. Today making marketing decisions is not constrained by the availability of data, but by the ability to efficiently use the information. Data means nothing to marketers without the proper tools to interpret and analyze that data.

This turns marketing science into a computational science relying on efficient software for data analysis and decision support. The computer is not only tool for efficient data analysis. It gave us opportunity to think about problems in new ways. Many marketing techniques would be impossible without computer.

For example, the popular Bayesian models in marketing science rely on Markov Chain Monte Carlo sampling. The Microsoft Company has developed "The Microsoft Naive Bayes algorithm". It is a classification algorithm based on Bayes' theorems, and can be used for both exploratory and predictive modeling. This algorithm is useful for quickly generating mining models to discover relationships between input and predictable data [1, 2].

Another example is the program for market segmentation. Usually segments have to be found or constructed on the basis of information provided by results of an empirical survey or a database resulting from a customer loyalty program. However, marketer does not have enough prior knowledge to suggest relevant grouping characteristics. There exists an abundance of software packages for market segmentation and estimating choice models. One of them if GLIMMIX package. Usage requires familiarization with the software and the tedious task of data import/export into the mixture modelling software. Post-processing and visualization of results could be exported to the user's favorite data analysis environment [3, 4].

Microsoft Excel also allows to get more rich, useful information out of data and to build a profile of data-driven marketing techniques. These tools are Frequency Distribution (Histogram), Descriptive Statistics, Statistical Testing, Cross-Tabulation, Correlations, Linear Regressions, Text Analytics etc.

So, we can make a conclusion, that information technologies have become an important part of marketing science. They can help to fill gaps in understanding theoretical and mathematical procedures as well as provide numerical approximations to computationally exact solutions.

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FEATURES OF SALES PROMOTION IN RETAIL MARKETS

Key words: sales promotion, retail markets

In the thesis work the lingerie store Oysho. Oysho lingerie shop, which appeared on the market in 2001 as part of a business project known company Inditex Group. The company includes such stores as Zara, Bershka, Pull & Bear and many other Spanish companies focused on the production and sale of clothing.

The store "Oysho" a wide range of products: everyday underwear style comfort, exquisite clothes for special occasions, nightgowns, negligees, cozy pajamas, bathrobes, homemade suits and stylish accessories in the form of bandages to sleep, hrilok, couplings and slippers. With this, every visitor can easily find something for yourself or your loved ones.

The image of every woman starts with underwear. To feel like a real woman, seductress, the most beautiful in the world its charm should start with the selection of