

ABSTRACT

Bachelor's thesis: 140 p., 31 fig., 12 tabl., 3 appendixes, 16 sources.

Diploma work is devoted to analyses of problems, which occur during media planning of advertising. The main existing procedures used in media planning are observed and analyzed. The methodology of media planning is developed and the methods for analyzing were developed, and the methods were used for analysis of advertising company budget. The mathematic model of sharing public materials is also proposed and its computer version is made.

An example of determination and prognoses of target audience for existing trade mark was performed: an application form for statistics was developed in order to find out population attitude to mentioned trade mark, the choice of method of statistic evaluation is made, mathematic model for prognoses is introduced and the analyses of results is obtained.

I also fulfilled two parts of the project, which are relevant to economic evaluations and safety of labor.

The computer program is evaluated in diploma work can be a part of a big complex program product which is able to provide all necessary processes during media planning of advertising companies.

MEDIAPLANNING, FORECASTING TARGET AUDIENCE.

