

## NEW MILESTONES IN THE DEVELOPMENT OF THE ADVERTISING MARKET

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In this article is described the issue concerning the use of integrated marketing communications at the point of sale. At the end of 20th century, the promotion becomes a new direction of communication policy in the marketing system. Western scientists have called a new paradigm of marketing – integrated marketing communications. Marketing communications at point of sale are becoming increasingly important in the work of professionals working in the field of selling goods. Previously, the main strategic goal of marketing communications was the direct sale of goods, services, trade mark, within the new concept of relationship marketing strategic objective is the formation of loyalty of the target market as the foundation of favorable conditions for the sale of goods and services. The basis in this research was use days thematic analysis and group in method information. Due to the fact that the vast majority of purchases are carried out in a retail outlet, it should be noted that great attention is paid just the process of influenc-

ing a potential buyer. At the same time, the measures and techniques used in the practice of retailers going beyond merely conducting advertising campaigns or activities all over. Therefore, marketing communication at the point of sale should be interpreted as a synthetic tool that combines many of the elements and techniques of marketing communications for making purchasing decisions of potential customers and directing simple mentation. Also are considered the concept, role and structure of integrated marketing communications at point of sale (IMCPS). Formulated the basic characteristics of marketing communications in the points of sale. The basic techniques, methods and instruments of internal and external elements IMCPS to improve the efficiency of marketing policy are considered in general. So, we can conclude that the impact of purchases in retail trade and the use clearly has a set of elements or techniques of integrated marketing communications at the point of sale.