

ABSTRACT

Bachelor's thesis includes 84 pages, 9 tables, 11 drawings, 2 attachments. The bibliography list consists of 34 items.

The aim is to study the system of Internet communications to enhance competitiveness.

Object is a system Internet communications company.

The subject of research is the scientific and methodological aspects of competitiveness through the Internet communications company.

The study of modern views on the system of Internet communications company used: a systematic approach, methods of economic and statistical analysis, grouping, peer review.

Proposed and justified in the methods of improving the competitiveness of enterprises through the Internet communications can be used in practice of domestic industries, enabling them not only to improve the system of marketing communications company, but also to keep their competitive edge.

Keywords: competitiveness, Internet communications, marketing communications, advertising, banner advertising, competitive position, promotion.