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**THE PROSPECT OF USING ECONOMIC –  
MATHEMATICAL MODELLING TO EVALUATE PLANNING  
ELEMENTS ADVERTISING CAMPAIGNS AIRPORTS**

A growing number of customers of the scope airline market and peculiarities of implementation of services specified areas (namely feature an enclosed space, the duration of the impact of advertising, focus advertising clock effect of advertising, etc.) necessitates a separate study planning advertising market for air transport, with the use of specific techniques mathematical modelling.

The methodology of forecasting and planning social and economic processes develop foreign and domestic scholars A.G. Aganbegyan, I.V. Bestuzhev-Lada, B. Goldberg, L. Klein. Based on data analysis, endogenous (internal) and exogenous (external) communications facility forecasting and measurement of certain judgments finding the reliability of future development called the methods of forecasting and planning.

Planning of advertising is the stage of the management process, in which the formulation of goals and objectives and identify ways to implement them on the basis of real circumstances, internal and external factors that are determined in the planning of the advertiser and the consumer. Aims planning promotional activities pursuing significant streamlining and simplification of the management of promotional activities.

Areas of planning advertising campaigns that are present in particular cases advertising such as advertising campaigns airline market:

- Research of potential customers;
- The study of the competitive environment;
- Analysis of cost-effectiveness;
- Work with the creative part of the planning process.

Airline characterized by high cost factors, the presence of entities premium and highly competitive. Therefore, when planning an advertising campaign in the field of air transport especially focuses on the study of the competitive environment, budget planning.

Economic modelling is the process of expressing mathematical models of economic phenomena. The economic model – a schematic representation of the economic phenomenon or process with the use of abstraction, displaying their characteristics. Math-

ematical models – the main means of solving optimization problems of any activity. In essence, these models – a planned settlement.

The weak point in favour unreliable modelling assumptions. Some prerequisites underlying the model cannot be assessed accurately and objectively tested, for example, the assumption of growth in sales next year a certain amount is not verifiable.

Modern air transportation market is characterized by a strong tendency towards consolidation of air carriers, which creates certain advantages for the participants alliances. There is also a clear specialization carriers by type of business lines, creating additional opportunities and customer segmentation capabilities for the implementation of the airline market marketing activities that have a specific direction.

As a result of the use of mathematical methods achieved better study the effect of individual factors on generalized economic performance advertising, reducing the timing of the analysis, increased accuracy on economic calculations solved multidimensional analytical tasks that cannot be met by traditional methods.

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