

Methodological approach and methodology for calculation of economic indicators gas compressor units in the gas transportation system of Ukraine to justify their improvement and justify the level of tariffs for the transit of gas through Ukraine to the international contracts of its transportation are proposed.

Keywords: gas market, cost of gas transit, transit tariffs, economical effectiveness

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The article explores the issue of marketing communications features of interaction online, found the main benefits of the Internet as a medium of marketing communications, made a comparative analysis and proposed a classification of web-resources, as an indispensable medium of communication on the Internet.

Keywords: marketing communications, Internet, Internet marketing, electronic resources.

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