

Section 02. Management

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Innovative methods of promoting English schools

Education today is one of the most rapidly growing perspective sectors of economy. Marketing education is an activity of the educational institution, aimed at needs satisfaction of the social order of society on the preparation of specialists with specific set of personal and professional qualities [1].

Nowadays, foreign language training service market is saturated and the competition is high, especially in the segment of English language teaching. That is why in Ukraine these services are provided by well-known large companies, common courses with intensive studying of foreign language and private tutors. Competitive advantages of a particular school are skills and experience of teachers, high quality services, a prime location, the presence of the branch network, effective advertising activity [2].

The main promotion tools of English language schools in the educational market are:

— Advertising. It can be printed in large business or educational magazines or newspapers, advertising in the Internet and ordering special promotional articles in these editions;

— Sales promotion – a system of short-term incentive measures and techniques to encourage the purchase of educational services;

— Personal Sale – oral presentation of educational services in the course of a conversation with one or more potential buyers to commit their sale;

— Public Relations – planned durative efforts aimed at establishing and maintaining relationships with various educational institutions of the public layers [3].

The priority forms of communication should be PR, marketing communications and advertising, aimed at image enhancing of the educational institution, the formation of a sense of belonging and loyalty to the future and nowadays students or pupils [4]. So, the innovative methods of foreign language schools in Ukraine may be the following:

— The system of unlimited subscriptions that include the unlimited use within the subscription, additional occupation, where you can train in a free communication, board games, watching movies, cartoons and news in English.

— Focus on the creation of the English-speaking space to build such an environment for people not only to speak English, but entering the foreign-speaking atmosphere they would begin to think in English.

— English-cafe. It can be a place where people can communicate in English with a cup of tea, as well as invite here friends, who did not attend classes before and to show how it works. There can take place various educational and entertainment events: championships in board games, «mafia» games, exhibition of photographs, thematic seminars in English.

It is expected that in the future competition in the field of educational services in Ukraine will be further strengthened, due to globalization, demographic situation, the influence of large universities will increase, the integration of educational institutions will intensify. Therefore, the marketization the sphere of education performs like the actual improvement of educational alternatives for the target users (through the improvement of the quality and diversity of services), the liberalization of the educational services market, strengthening the financial capacity of educational institutions.

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