

СЕКЦИЯ 5  
**СОЦИАЛЬНЫЕ КОММУНИКАЦИИ:  
ИСТОРИЯ, ТЕОРЕТИЧЕСКИЕ И ПРАКТИЧЕСКИЕ АСПЕКТЫ**

**MARKETING COMMUNICATIONS IN HIGHER EDUCATION INSTITUTIONS**

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With the growing level of information technology implementation in modern society, the role and importance of marketing communications in the educational environment is changing. Educational institutions in general and higher education institutions in particular are equal participants in research projects implemented jointly with major partners.

Higher education institutions are tasked with training professionals who are in demand in a highly competitive market environment, form individual career trajectories and constantly improve their competencies through a continuous educational process throughout the professional life of professionals.

This involves building communication with applicants, graduates and graduates on a long-term basis.

The model of such interaction is formed in the new information environment, which has a special interest in innovative marketing communications, adapted to the organization of contact with consumers of educational services, called digital-native, who perceive information through online communication.

An important aspect that characterizes the conditions of functioning of higher education institutions and their communication is that they work in a competitive environment, which should involve different categories of higher education. This involves market relationships with target customer audiences based on marketing and communication interactions. Accordingly, educational institutions should conduct marketing research that will provide a fuller coverage of the customer base, automate marketing activities, improve marketing communications, develop loyalty programs for long-term cooperation with higher education and graduates [1, 4].

In this regard, more in-depth research and development of theoretical foundations for the use of tools of communication with client audiences in the activities of higher education institutions is required.

Educational marketing is one of the areas of management of an educational institution in a market economy, which provides research on the demand for educational services and a certain level of education above the standards set by the state; formation of a positive image of the educational institution; development and implementation of the concept of providing quality educational services; influence on the development of educational needs of citizens.

The concept of marketing in education should provide for the implementation of a constant search for new ways to meet the educational needs of society, the introduction

of innovations; development of educational programs that take into account the interests of the educational institution and are useful for the social development of the region; abandonment of those educational programs that harm the interests of consumers. The main activities of the head of the educational institution from the standpoint of educational marketing are:

- study of the market of educational services, the dynamics of consumer demand, the characteristics of different consumer groups;
- taking into account the requirements of the market in the organization of the educational process, in particular the search for untapped opportunities of the educational institution;
- orientation of marketing strategy on the future;
- diversification of forms and types of educational services, ensuring timely transition to new services, training programs, scientific and methodological support, etc.;
- promoting the development of professionalism of teachers, training teachers to introduce innovations, encouraging them to creatively solve problems;
- ensuring the advantages of its educational institution in conditions of competition [2, 4].

One of the activities of an educational institution may be the impact of pedagogical means on the market of educational services. Sometimes consumers do not even know they have certain needs until they find out about them. The role of the teaching staff is to inform about the opportunities that the educational institution can provide. The components of this work are open information work with the community, parents of students. The latest trends in the development of public consciousness, associated with the formation of a socially oriented market mechanism, are consistent with the socio-ethical concept of marketing. The main provisions of the concept of educational institution:

- meets educational needs based on the humane principles of society;
- constantly searches for new ways to meet educational needs, takes into account their variability, introduces innovations;
- refuses educational programs that harm the interests of consumers;
- develops and implements such educational programs that take into account the interests of the educational institution and is useful for the social development of the region [3].

Marketing activities in education are becoming increasingly necessary and provide the following opportunities:

- for consumers of educational services (students, parents) - to expand opportunities to meet their needs; get quality educational services, gain new knowledge beyond existing standards;
- for heads of educational institutions - to define a new strategy of management of an educational institution in the conditions of changes and effectively to manage resources of an educational institution;
- for teachers - to use wider opportunities for self-realization; work with the best result; be able to get extra pay.

Marketing communications is the process of effectively communicating product information or ideas to a target audience.

The main functions of marketing communications are:

- informative - informing the target audience about the educational services provided by the educational institution, their benefits and quality;

- reminder - reminding the target audience about certain principles and activities of the educational institution and their benefits;
- persuasive - convincing the target audience in its decisions in favor of a positive attitude to the educational service offered by the educational institution;
- image - creating and maintaining a positive image of the educational institution;
- patriotic - education and instilling patriotism;
- research - assessment of the market situation through the reverse communicative flow, in order to adapt the goals of the educational institution to the current situation;
- management - management of relationships in the market and within a particular educational institution;
- partnership - the establishment of close mutually beneficial partnerships between market participants [4, 5].

Communications must be subordinated to the goals and objectives of marketing. The goals of marketing communication policy are divided into two groups:

- communications, in order to create services that will be in demand in the market, are aimed at finding ideas for new services, testing the concept, testing new services, bringing them to market, ensuring the commercial success of services;
- communications, in order to promote educational services, - marketing communication is considered in the context of promotion of services, this is the aspect of communication policy of higher education institution [3, 5].

Thus, improving the efficiency of the education sector today requires the introduction of responsibility for the results of their activities, flexibility, entrepreneurship and adaptability of educational institutions to changing labor market conditions, competitiveness, and most importantly - strategic planning, clear definition of actions that would ensure sustainable development of higher education institutions. An urgent problem is also the study of demand for educational services, improving their quality, the need to ensure a sufficient level of remuneration of highly qualified teachers of higher education, establishing a clear relationship between them and customers - parents and children. The solution of these and many other problems of development of modern higher education institutions is impossible without expanding their independence, creating a legal basis for attracting additional financial resources, active application in their practice of innovation management such as marketing in general and marketing communications in particular.

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## МАРКЕТИНГОВЫЕ КОММУНИКАЦИИ В УЧРЕЖДЕНИЯХ ВЫСШЕГО ОБРАЗОВАНИЯ

*В условиях роста уровня внедрения информационных технологий в современном обществе меняется роль и значение маркетинговых коммуникаций в сфере образования.*

*Перед учреждениями высшего образования ставятся задачи по подготовке специалистов, которые пользуются спросом в высоком конкурентной рыночной среде, формируют индивидуальные карьерные траектории и постоянно повышают свои компетенции за счет непрерывного образовательного процесса в течение всей профессиональной жизни.*

*Это предполагает для высших учебных заведений выстраивание коммуникационного взаимодействия со всеми стейкхолдерами на долгосрочной основе.*

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Рассмотрены демографические и миграционные процессы в контексте устойчивого развития экономики; обозначены теоретические основы, практические аспекты управления человеческими ресурсами; выявлены и систематизированы драйверы инклюзивного экономического роста в Беларуси и за рубежом; раскрыты актуальные финансовые и экономические аспекты развития отраслей; приведены актуальные проблемы и тенденции развития логистики на современном этапе; отражены современные тенденции совершенствования финансово-кредитного механизма; освещены актуальные проблемы учета, анализа, аудита в контексте устойчивого развития национальных и зарубежных экономических систем; представлены новейшие научные исследования различных аспектов функционирования современных коммуникативных технологий.

Для научных работников, докторантов, аспирантов, действующих практиков и студентов учреждений высшего образования, изучающих экономические дисциплины.

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