

*Yevseytseva O., Sapian A.*

*Kyiv National University of Technologies and Design*

## **THE MARKETING COMMUNICATIONS MIX: FEATURES OF DEVELOPMENT MARKETING STRATEGY FOR HIGHER EDUCATION INSTITUTIONS**

**Abstract.** *In the article the main aspects that influence on the marketing communications mix, development of marketing strategy for higher education are described. The methods of analysis and synthesis are used to make research. The elements that form the marketing strategy of higher education are presented. The importance of using marketing strategies of higher education institutions are emphasized. The features of marketing strategy development institutions that are effective for use in practice are described.*

**Keywords:** *marketing communication mix; higher education institutions; marketing strategies; market of educational services; educational services; marketing of educational services; development marketing strategy.*

*Євсейцева О.С., к.е.н., доц., Сап'ян А.С., магістр*

*Київський національний університет технологій та дизайну*

## **ОСОБЛИВОСТІ ЗАСТОСУВАННЯ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ У СТРАТЕГІЇ ПРОСУВАННЯ ЗАКЛАДІВ ОСВІТИ**

**Анотація.** *У статті визначено головні аспекти, які впливають на маркетингові комунікації, на розробку маркетингової стратегії вищого навчального закладу. Використано для дослідження методи аналізу та синтезу. У статті представлено елементи, які формують маркетингову стратегію вищого навчального закладу. Підкреслено значимість використання маркетингових стратегій в діяльності вищих навчальних закладів. Розглянуто особливості розробки маркетингової стратегії ВНЗ, що є ефективними для застосування на практиці.*

**Ключові слова:** *маркетингові комунікації; заклади вищої освіти; маркетингові стратегії; ринок освітніх послуг; освітня послуга; маркетинг освітніх послуг; розробка маркетингової стратегії.*

**Formulation of the problem.** Nowadays, none of the organizations can function effectively without the marketing communications mix, such as managing the development of goods and services and mechanisms for their implementation as a single integrated process. This directly applies to higher education for every country. The marketing communications in the market of educational services are a priority for higher education institutions that seek to provide quality services, analyze information about their competitors and consumers, be able to predict the demand for educational services and know how to stimulate their distribution.

In conditions of growing dynamics of social and economic transformation practice requires the working out of the new forms for educational and social adaptation, optimization of the interests of the state and the individuality in the society of knowledge that appears daily.

Higher education in Ukraine is described as an influential line in the development of the state and society, considering that the level and state of the educational services market affects the social stability of the country, its national security, economic growth, competitiveness and investment attractiveness. The strategic goal of any country is not just to provide an opportunity to receive higher education for the entire population, but to provide quality education in order to improve the general education condition in the country. There is a necessity to build individual strategies for each university, taking into consideration the specifics of the activity. The role of marketing communications and tools in the development of higher education is growing.

**Analysis of research and publications.** Today the base of scientific works on the topic of the marketing communications mix for higher education institutions (HEIs) is growing significantly. The most relevant and reliable are the works of such foreign and

domestic scientists, namely: V. Galkina [4], N.R. Kelchevskaya [5], I.V. Kotlyarevsky [5], O.V. Saginova [10], N.V. Tikhomirova [11], O.E. Kuzmina [6], M. Porter [2], S.M. Nikolaenko [7], T.E. Obolenskaya [8], V. Alexandrov [3].

**The purpose of the article.** The *purpose* of the study is to analyze different approaches of the marketing communications mix for higher education institutions (HEIs), educational innovations and innovations in education, and argumentation of actuality of development marketing strategies in Ukrainian higher education institution.

The educational complex is an integral part of any national economic system. The leading principle of the state policy in the sphere of higher education in Ukraine is the principle of state support for educational, scientific, technological and innovation activities of higher education institutions (HEIs) [13]. Innovative processes in the system of education provide variation and personality-oriented trends of the educational process so that the knowledge, skills and abilities of students are transformed into a means of developing their cognitive and personal qualities, competence to ensure their ability to be the subject of innovative professional activities.

According to the Law of Ukraine "On Higher Education", the educational process stands for an intellectual, creative activity in the field of higher education and science, conducted in higher education (scientific institution) through a system of scientific and methodological and pedagogical activities and aimed at transfer, assimilation, multiplication and the use of knowledge, skills and abilities of students, as well as the formation of a harmoniously developed personality [1].

The meaning of "education services" stands for different explanations.

Table 1

**Different definitions of the term "education services"**

Author	Definition
T. Obolenska	Educational service – a specific product that meets a person's need to acquire certain knowledge, skills and abilities for their further use in professional activities.
S. Nikolaenko	Educational services are not material, but social goods, a system of knowledge, information, skills and practical skills to meet its various educational needs and realize the personal abilities of their consumers.
V. Alexandrov	Educational service is an organized learning process to obtain the necessary knowledge, skills and abilities. It is a special intellectual product provided by a party that organizes and implements the learning process and is held by another party, which can be both a student and a service quality controller, and a payer for it.

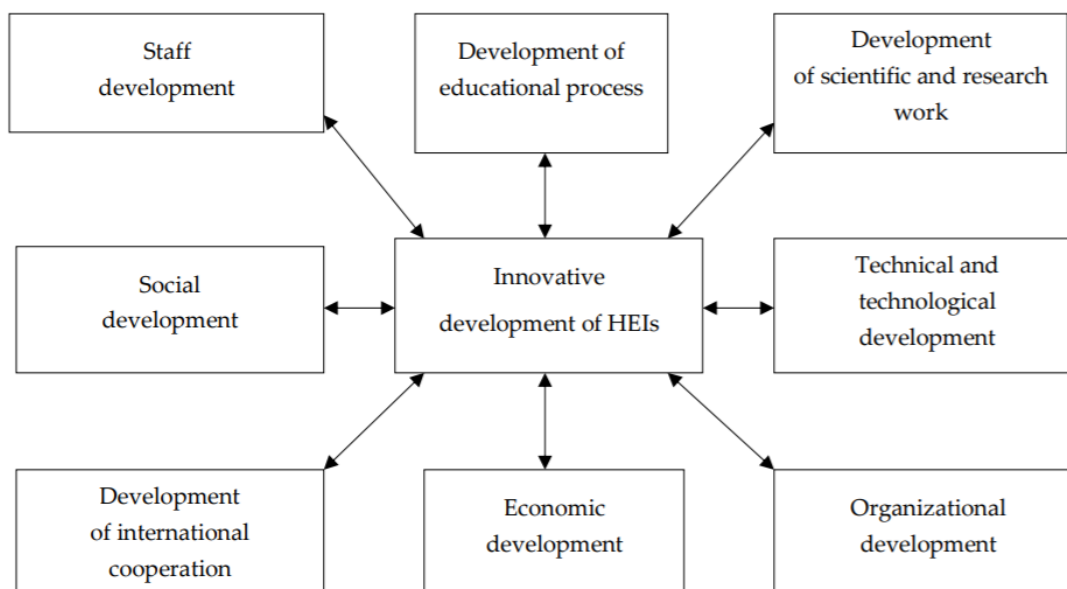
The definitions of the term "educational service" highlighted in the table have the one general meaning: the specific economic benefits are provided to meet the various educational needs that are of mutual interest to society and each individual in their further use in professional activities. This approach emphasizes that educational services are specific to other intangible services, because the consequences of consuming these services are good not only for the individual but also for the economy and society as a whole.

Nowadays, the current market of educational services in the Ukrainian higher education has not turned into a full-fledged economy sector yet, able to produce competitive human capital. However, the formation of new forms of education and the use of marketing communications mix at each educational institution will give the opportunity to create single educational space, which is able to meet the needs of society in quality education with specific opportunities for customers in the educational market.

The main marketing communication areas of management activity for higher education institutions enlisted by the scientists are:

- conceptuality in the institution management;
- purpose-oriented approach to market;
- psychological support and humanization of marketing;
- modeling the marketing strategy for higher education institutions;
- creating high-speed marketing techniques and tools of management activities;
- mobile structure of horizontal relationships;
- bringing marketing functions in accordance with the tasks of the educational institution;
- reflexivity of the marketers` activity;
- development of different approaches of marketing strategy to create a quality education in Ukraine and to determine the effectiveness of educational process;
- adaptation of achievement in science of marketing in social and industrial areas to the management of educational institutions.

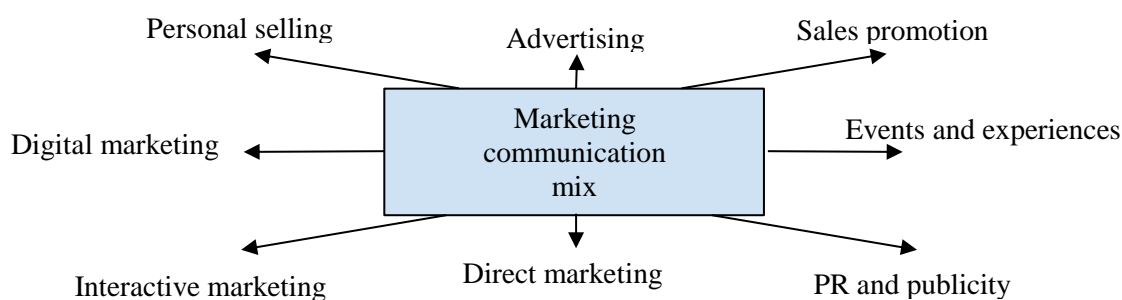
Components of marketing communications development of HEI are shown in Fig. 1.



Thus, in modern conditions, it is important for higher education institutions to use marketing communications mix, because it depends not only on the reputation of the university and its position in the market, but also on its future. Maintain their position in the market of educational services, achieve public recognition and, thus, ensure the development of only those universities that actively use marketing in their activities and focus on solving pressing socio-economic problems, cooperation and partnership with the legislature and the executive. places.

The marketing of educational services is seen as a philosophy (a set of general principles of market relations), strategy and tactics of relations and interaction of consumers, intermediaries and producers, educational and related services, free choice of priorities and actions on both sides, exchange of values.

In general, the marketing communication mix includes elements such as:



In other words, higher education institutions that carry out marketing communication mix, taking into consideration the needs and financial capabilities of consumers, can offer a range of educational services (specific specialties and a set of disciplines), create ways to bring educational services to the recipient of these services. correspondence, full-time, etc.), develop and implement measures aimed at forming a brand image of the university in the eyes of potential consumers and society as a whole.

In order to carry out marketing activities, higher education institutions develop and implement an advertising campaign, which is a set of activities aimed at achieving a specific marketing goal, covering a certain period of time and distributed over time so that one advertising event complements another.

In the management of modern marketing, the most appropriate thing is the use of strategic planning in marketing communication, within which:

- 1) approved educational services and products, markets and segments with which the university will work, as well as quantitative and qualitative goals (image, market share, etc.);
- 2) marketing strategies are established, ie the principles of behavior in relation to market partners and approaches to the formation of the marketing complex are determined;
- 3) resources are distributed by organizational structures in accordance with the strategic plan.

The development of marketing strategy is an extremely important process in marketing communications mix. It is necessary to conduct research on the state and prospects of the services market, it is also necessary to assess the company's position in the market. After collecting information and its comprehensive analysis, it is important to choose a strategy that will suit a particular company in a particular situation.

The development of marketing strategy of the university includes several stages 1:

- analysis (economic activity of the enterprise, market and its prospects for development, market environment, target segments, consumers and competitors, SWOT-analysis);
- development of business and marketing strategies (definition of the main target markets, allocation of the main advantages, product positioning, etc.);
- development of implementation programs (marketing complex planning, budget development, control and evaluation of plan effectiveness).

The development of marketing strategy of the university should focus on optimizing work with the brand, effective usage of advertising tools and marketing communication mix, establishing links with the business environment, deciding on the redistribution of higher school resources in specialties that are in demand, active usage of modern market research methods, synthesis of innovative marketing concepts in education.

**Conclusion.** Thus, the development of marketing strategy of the university involves a considerable amount of work related to the implementation of a number of stages of obtaining information, its processing and analysis and implementation of the relevant strategic plan of the university in the market of educational services in the relevant segment. established

conditions. The marketing strategy of university development should be adapted, multifaceted and reasoned in order to obtain the desired effect from the activities of the university.

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