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APPLICATION OF NEW MEDIA-MODELS AS AN INSTRUMENT FOR PROMOTING HIGHER EDUCATION INSTITUTION SERVICES IN THE EDUCATIONAL MARKET

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This article is dedicated to the actual problem of marketing system's introduction in the market of educational services. The emphasis is made on the necessity of creating an image of higher education institution by advertising it, while it is substantiated that one of the main tools of modern promotion of services are so-called new media models which are becoming increasingly popular due to the development of the information society. The theoretical approach to the concept of «new media models» is investigated. The role, types and functions of new media models in the process of moving higher educational institutions are determined. It is noted that in recent years the actual and especially effective direction in the marketing strategies of educational organizations is the social networks site promotion as part of the advertising and PR-promotion of higher education institutions in the service market.

Keywords: marketing, higher education institution, marketing of higher education, image of an educational institution, media models, advertising and PR-promotion, social networks.

Introduction

Education is an integral part of most of the economic and social processes that take place in modern society. It is an important factor in the creation, formation and improvement of human capital and economic development of the state, which, in turn, implies an increase in the need for highly skilled specialists.

Under these circumstances, advertising in the educational sector can find its use as one of the most effective tools of influence that is designed for bringing the educational services market in line with the requirements of the time.

The most important factor in forming a brand of a higher educational establishment is its presence in the information space. The internet is one of the key components of new media tools. Effective communication through new media is an important factor in the successful advancement of higher education institution services, its brand and product (knowledge) for increasing the number of entrants, expanding the target audience and maintaining and, if necessary, improving its reputation.

Recent researches and publications analysis

Issues of marketing activity, including advertising in education in their works, were studied by both Ukrainian and foreign scientists: P. Kotler, T.E. Obolenskaya, O.Y. Bobalo, V.S. Voznyuk, P. Belenky, S. Bila, S. Ilyashenko, O. Kozlova, O. Krat, O. Teleteva and others.

The purpose of this article is to study new media as an instrument for promoting the services of a higher educational institution in the information space in modern conditions.

Presentation of the main material

Recently, more and more relevant with the so-called marketing is the effectiveness of communication impact on the target consumer problem. Direct advertising in traditional media is inferior to discussions on the Internet, forums and blogs.

Experts say that, despite the increasing importance of the Internet, efficiency should be in line with the tasks of the organization (sender of the message), its structure and should take into account the cost of contacting with the audience.

When it comes to marketing of higher education institutions (HEIs), its main goal is to satisfy the needs of potential and existing target audiences (entrants and students) in the educational services of an appropriate quality level. Equally important is meeting the expectations of both the target group and contact audiences (parents, employers, etc.) and trying to form a long-term loyalty. Thus, in order to transform a university into a brand, it's necessary to implement the principles and the latest marketing concepts.

There is a need for operating the following concepts: «educational service», «educational services market», «marketing of educational services».

According to Ryabova Z.V., marketing activity of the educational institution is a certain philosophy of the organization, aimed at satisfying the specific needs of a particular segment of consumers (country, society, students, their parents, teachers, etc.) and profit for maintaining and developing this activity [1].

T.E. Obolenska [2] thinks that for educational institutions marketing means the development, implementation and evaluation of educational services by establishing an exchange relationship between educational institutions and consumers of educational services in order to harmonize their interests and meet the needs of students of all kinds.

Marketing in education is an important management function that ensures the regulation of the educational services market. Forming and implementing the strategy of human value growth, marketing of educational services is closely linked to the development of personnel of the organization.

By definition of P. Kotler and K.F.A. Fox, the marketing of educational services means «...research, planning, implementation and control of carefully formulated programs designed to cause a voluntary exchange of values with target markets to achieve the aspirations of educational institutions» [3]. Aside from this definition, there are others, more modern: «...marketing in the education field is considered a philosophy (a set of general principles of market relations as a system of views), strategy and relation tactic as well as consumer relationship (users), intermediaries and manufacturers, educational services, related services and products in market conditions, free choice of priorities and actions on both sides, exchange of values» [4].

The following definition is also worth mentioning: «Education marketing is a system of managing the market activity of an educational institution, which is aimed at regulating market processes and studying the educational market, which leads to the most effective customer satisfaction: the person gets education; the educational institution gets to develop; firms and other customer organizations get the human resources growth; society gets the expanded reproduction of the collective personal and intellectual potential» [5].

The question of institution advertising, determining the effectiveness of communication policy and improving the communication activities'

analysis methods is particularly relevant in order to maintain the efficiency of higher education institutions, especially when marketing processes not only influence activities of profit organizations, but also affect efficiency of non-profit ones, particularly higher education institutions.

The marketing activity of higher education institution consists of the following types of activity (Figure 1)[6]:

Each communication technology, whether it be advertising or public relations, direct marketing or fairs and exhibitions activity, has its own ways of influence on consumers. Combining various communication technologies into the system of integrated marketing communications can increase the efficiency of each of them and, of course, overall performance [7]. These actions should first of all be aimed at creating a positive image of the university and thus bringing it to a new level in the market of educational services [8].

Advertising of institutions of higher education is carried out with the involvement of all channels of communication and using various media.

The development of Internet technologies opens up a new level of opportunities for educational institutions to enter the open information space and create their own image [9].

Image is a collection of unstable impressions and thoughts about the company. It is an artificially formed image for its external perception in the appropriate format, his main function is to create a positive attitude towards the company and its products (goods, services). But if some feelings and beliefs in relation to the company coincide with the person's perception of corporate behavior, then a positive reputation of the company is formed in its mind. Thus, a good reputation reflects the company's image accordance to the system values of the individual.

The image is an image created for the public, and the reputation is born among professionals. Image and reputation relate to each other as form and content. The tasks of image and reputation are similar. They consist in helping the company successfully sell goods or services, attract reliable partners, provide protection from competitors, promote the launch of new products or services on the market, etc.

The main advantages that ensure university's

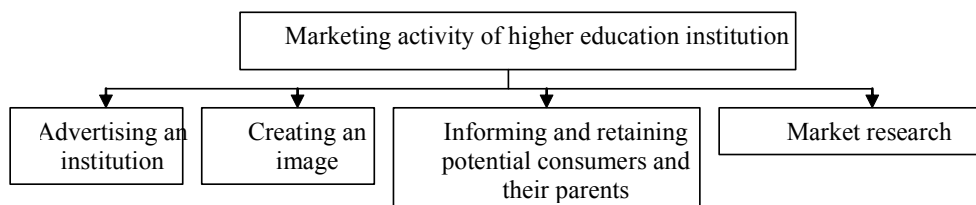


Fig. 1. Types of marketing activity of higher education institution

reputation management:

- providing additional psychological value to the goods (services) of the company;
- attracting new customers in case it is necessary to choose between competitors;
- increasing the effectiveness of advertising and sales, providing support to suppliers and business partners;
- a certain «insurance» in case of a crisis, ensuring the functional stability [10].

If we talk about new media as an instrument for promoting the image of universities, then this concept has been relatively recent, and its understanding is in some way linked to the American experience of promoting higher education. Under this definition often fall the Internet, mobile communication, interactive outdoor advertising, etc., but it is still very blurry and unclear. Traditionally, the new media is understood to mean interactive electronic media. This approach is both correct and incomplete.

Often referred to as synonymous to mass media or news media, however, in broader terms, they mean a single medium for the broadcast of any data for any purpose.

Let's look at those characteristics closer. Interpersonal relationship is the communication of people, which is carried out through direct contact, for example, by telephone, electronic and paper letters, and so on. Both sides of the dialogue personally send data to each other. During mass communications, the transmission of one message to different recipients occurs, so all mass media, mass mail and SMS etc. fall under this definition.

Thus, personalized relationships are a logical continuation of mass communications and differ from them by the fact that the information varies (adjusts) depending on interests, desires, sex, age, geographical location and other characteristics of the recipient.

The direction of communications describes whether there is only the transfer of information (one-way relations), whether there is a two-way interaction (interactive relationship). An example of one-way communication is newspapers, television, speaker speakers, etc. Interactive relationships are most clearly expressed in communicating people between themselves, as well as in mobile communications and the Internet.

The communication environment is determined by the means by which the supply of information is carried out: radio waves, outdoor advertising, telephone, p2p etc. In fact, the word «environment», in accordance with the context, is the most accurate translation of the English word «media».

Let's define the concept of «new media»: these are interactive electronic publications that combine the formats of information presentation; a kind of digital media. For example, the content of new media

can be videos, online radio, television broadcast, animation, sound design, and, of course, text. New media is also different from the traditional one because of user content: they are open to interaction and provide the ability to create and modify the content of messages [11]. Unlike the mass media, where the communication is based on a «one to many» scheme, the new media uses a model «from many to many». Access to these media resources is possible from all electronic devices with access to the Internet. For the definition of new media, the term «convergent» is also used.

So, we described the concept of «media» and «new media» and now can figure out their role in promotion of higher education institutions. To do this, we need to look at the foreign experience in advertising universities.

The uniqueness of the new media lies in the fact that they give the opportunity to interact directly with consumers, without the intrusive influence of traditional marketing technologies.

The concept of new media is not limited to the page in a social network, it is a much wider range of tools and means of communication. Let's look at the main ones (Figure 2) [11].

Despite the fact that new media is very diverse, practical marketers in most cases prefer social networks, because at the current stage they are a kind of combination of a large number of services that exist on the Internet.

In recent years, an actual and especially effective direction in the marketing strategies of educational organizations is the promotion of an educational site in social networks. Social networks have enormous potential for reaching people with a specific age, geographic, educational, gender, and other characteristics, and advertising is shown to a potential target audience. [12].

For educational organizations, it may be an attractive strategy to promote the site with press releases, official announcements, media news blocks about events occurring both within the educational organization and about the events in which it took part, as well as about the events that affect it itself, about educational process, normative legal documentation, professional comments, etc.

In addition, there are many high-ranking educational referential, information, and advertising resources that not only attract additional visitors' traffic to the site, but also affect the overall ranking.

For analyzing and tracking the visitors' traffic on the sites, including the educational resources are using statistics counters that allow monitoring how target audience visit the site. It is the statistical services that show where the main visitor comes from and what type of communication works most effectively.

The collection of information and field researches on the Internet has not yet been widely

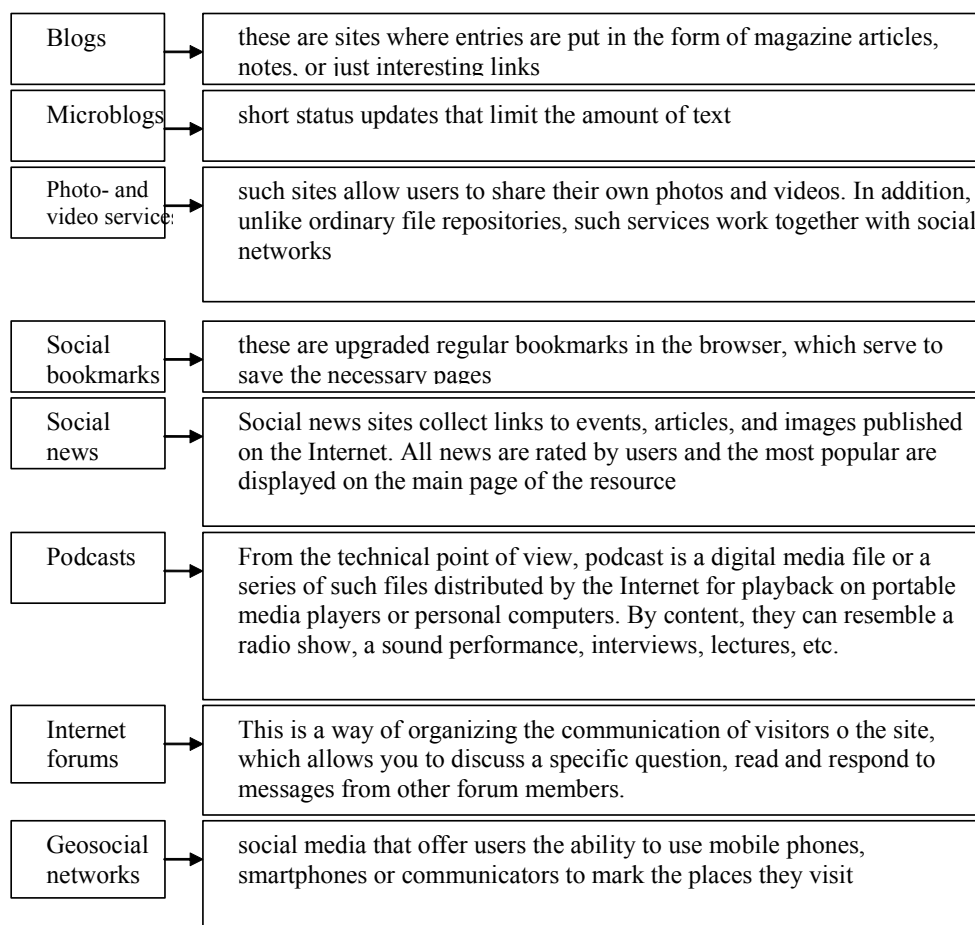


Fig. 2. Ways to enhance the image of higher educational institutions with the help of media models

spread among responsible people in the field of education services. Modern Internet marketing technologies allow you to track the behavior of site visitors, conduct conversion statistics, organize special surveys, online surveys and interviews. For many responsible people, promoting Ukrainian higher education institutions, creating interesting content, and simultaneously transferring the values and ideas of the brand can be a rather difficult task [4]. Therefore, the attraction of skilled professionals in this field and the provision of consulting assistance can be one of the competitive advantages for educational institutions.

Another type of innovative marketing in the educational services market is viral marketing, which is carried out with the help of a media virus that is emotionally colored and therefore easily remembered by a potential consumer. To get the maximum effect, you need to use only positive and constructive human emotions: curiosity, joy, hope and satisfaction. The development of viral advertising should be carried out by professionals in this field, that is advertising agencies.

The development of a viral advertising campaign involves the following steps [13]:

1. Creativity. At this stage, the basis of the entire

advertising campaign is being developed. For this purpose, a list of ideas is created, whereby the method of «brainstorming» is carried out by dropping them, leaving two or three ideas that are most interesting.

2. Media virus production. At this stage, the idea is being brought to life. The success of promoting the media virus through the Internet depends on it. The most common form of the virus on the Internet is a video.

Today, there are more than 10 different formats of the virus, so there is a need to prepare new professions.

3. Distribution of media virus. For any media, the virus needs its placement in the communication nodes of Internet users: blogs, social networks, and various sites. This is done to ensure that the virus goes in the right direction and reaches the target audience.

4. Report. After the media virus is launched in the network, the tracking manager must sum up the results of the campaign, determine its effectiveness on the following indicators:

- number of contacts with target audience;
- the number of comments;
- positive and negative comments ratio;
- total number of site visitors during the

advertising campaign.

Hence, the main advantage of viral advertising is its budget and positive perception.

Equally important tool is Event marketing. The modern market is developing at a rather rapid pace. Consumers constantly receive a large amount of advertising information, which leads to a decrease in the effectiveness of traditional types of advertising. Event-marketing is the promotion of goods or services through the creation and organization of special events that create an emotional connection between the consumer and the manufacturer (brand).

From the point of view of using Event marketing in higher education institutions, it can be called marketing events, which involves the systematic organization of events for the presentation of educational services in order to increase the attention of the target audience to the services of an educational institution with the help of emotional influence. Depending on the format and content of the event, the positioning of both an educational institution and its one or another kind of educational service is taking place. Moreover, this is more effective than using traditional advertising.

Event marketing is one of the most widespread directions of the university's communication policy, but it needs to be combined with other elements of it. For the most effective use of Event marketing in marketing activities, universities need qualified specialists who can effectively present an event at universities to the target audience and invite people to participate.

With the help of all the above-mentioned marketing events, universities will be able to stand out among the competitors, able to increase the attention of the target group of customers, to optimize and reduce the costs of advertising and promotion of educational services, to strengthen their credibility, to expand and consolidate their relations with the labor market, thereby envisioning themselves with appropriate conditions for further development.

Conclusion

The current situation on Ukraine's market of educational services requires the constant introduction of updated innovations. In order to successfully operate, universities need to improve their educational services, turning them into current and up-to-date goods.

A huge role in preserving and strengthening the universities' position on the market is marketing activity. In recent years, an actual and especially effective direction in the marketing strategies of educational organizations is the promotion of an educational institution in the Internet.

The Internet is one of the key components of new media. The uniqueness of the new media lies in the fact that they give the opportunity to interact directly with consumers, avoiding the use of

traditional marketing technologies.

Effective communication through new media models is an important factor in the successful promotion of the university, its brand and product (knowledge) to increase the number of entrants, expand the target audience and maintain and, if necessary, improve its reputation.

Considering all abovementioned facts, the concept of marketing Internet communications in the strategic perspective should be the basis for the activities of higher education institutions, which greatly affects the image of Ukrainian education.

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ЗАСТОСУВАННЯ НОВИХ МЕДІА-МОДЕЛЕЙ ЯК ІНСТРУМЕНТУ ПРОСУВАННЯ ПОСЛУГ ВИЩОГО НАВЧАЛЬНОГО ЗАКЛАДУ НА РИНКУ ОСВІТНІХ ПОСЛУГ

Авраменко А.І., Кучкова О.В.

Стаття присвячена актуальній сьогодні проблемі впровадження системи маркетингу на ринку освітніх послуг. Акцентовано увагу на необхідності формування іміджу вищого навчального закладу засобами рекламування, при цьому обгрунтовано, що одним із головних інструментів сучасної промоції послуг є так звані нові медіа-моделі, які набувають все більшої популярності завдяки розвитку інформаційного суспільства. Досліджено теоретичний підхід до поняття «нові медіа-моделі». З'ясовано значення, види та функції нових медіа-моделей у процесі просування ВНЗ. Зазначено, що в останні роки актуальним і особливо ефективним напрямом в маркетингових стратегіях освітніх організацій є просування сайту в соціальних мережах як складової частини рекламного та PR-просування ВНЗ на ринку послуг.

Ключові слова: маркетинг, вищий навчальний заклад, маркетинг вищої освіти, імідж закладу освіти, медіа-моделі, рекламне та PR-просування, соціальні мережі.

ПРИМЕНЕНИЕ НОВЫХ МЕДИА-МОДЕЛЕЙ КАК ИНСТРУМЕНТА ПРОДВИЖЕНИЯ УСЛУГ ВЫСШЕГО УЧЕБНОГО ЗАВЕДЕНИЯ НА РЫНКЕ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ

Авраменко А.И., Кучкова О.В.

Статья посвящена актуальной сегодня проблеме внедрения системы маркетинга на рынке образовательных услуг. Акцентировано внимание на необходимости формирования имиджа высшего учебного заведения средствами рекламы, при этом обосновано, что одним из главных инструментов современного продвижения услуг являются так называемые новые медиа-модели, которые приобретают все большую популярность благодаря развитию информационного общества. Исследован теоретический подход к понятию «новые медиа-модели». Выявлена роль, виды и функции новых медиа-моделей в процессе продвижения вуза. Отмечено, что в последние годы актуальным и особенно эффективным направлением в маркетинговых стратегиях образовательных организаций является продвижение сайта в социальных сетях как составной части рекламного и PR - продвижение вуза на рынке услуг.

Ключевые слова: маркетинг, высшее учебное заведение, маркетинг высшего образования, имидж учебного заведения, новые медиа-модели, рекламное и PR-продвижение, социальные сети.