

СЕКЦІЯ 11.
МАРКЕТИНГОВІ КОМУНІКАЦІЇ ТА БРЕНДИНГ У
ДІЯЛЬНОСТІ РИНКОВИХ СУБ'ЄКТІВ

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MODERN BRAND PROMOTION TECHNOLOGIES
OF HIGHER EDUCATION INSTITUTIONS

In the market conditions and within the framework of recent trends in integration into the global educational space, domestic higher education institutions (HEIs) find it increasingly difficult to attract potential consumers (applicants) to their educational products. Furthermore, today there is a decrease in the number of high school graduates alongside an increase in the mobility level of applicants, which has led to intensified competitive struggles among HEIs, especially in regional education service markets. Therefore, shaping a positive image of HEIs is of paramount importance for enhancing their competitiveness and influence.

Ukrainian public relations theorists believe that the image of HEIs is determined by the information disseminated about them by both their employees and individuals who are less familiar with their product. It is not without reason that H. Pochepsov notes that the image becomes an actual means of influencing public consciousness: «The point is that with mass consciousness, we can only work through a communicative unit, which is the image. During the interaction of one person with another, the use of physical units is possible. A conditional example: an axe, not a word, can persuade a person. For mass consciousness, this is already impossible, one must focus on communicative actions» [1, p. 173]. Thus, achieving the set goals of HEIs is possible only through informational communication contact with consumers of educational products.

In conditions of tough competition, reputation often serves as a criterion for choosing higher education institutions (in addition to the content of the course), as the brand of the diploma obtained frequently puts graduates in a privileged position when it comes to employment. Numerous studies indicate that the most significant constructive elements

of the institution's image include the level of top management and academic staff, opportunities for graduates' employment, international cooperation, educational and social infrastructure of the institution, and events.

The term «event» is relatively new to Ukrainian dictionaries. During Soviet times, this concept was used as «cultural-mass event». In the West, an «event» is an entire industry encompassing the planning, organization, execution, and analysis of events, shows, and activities of private, public, as well as state and international scale. In the sphere of higher education, there is considerable diversity in the formats of implementation – from classical conferences, seminars, educational workshops to creative competitions and national festivals. Thus, a special event can be strictly academic (business meetings, scientific conferences) or business-oriented (high-level meetings, exhibitions, tournaments, competitions), as well as entertainment-focused (concerts, shows, festivals) or informative (university anniversary, presentation of a new educational product), and so on.

Today there is a decreasing interest among the population, especially among young people, in traditional marketing communication tools of educational institutions. Therefore, it is crucial to primarily utilize technologies and tools of event marketing. Currently, SMM marketing, based on the use of social networks, is popular, allowing for the posting of comments from students, alumni, and employers about educational institutions, highlighting the learning process, research results of teachers and students, advertising texts, posts, memes about studying in these institutions, original articles about student life and leisure, etc.

O. Rasskazova relates event events, both formal and informal education, to assemblies, open space, exhibitions, workshops, debates, meetings, assemblies, congresses, rallies, imprezas, congresses, competitions, conferences, round tables, meetings, panel discussions, press conferences, summits, sessions, symposiums, seminars, festivals, forums, and fairs.

When developing event events, as well as when forming other components of marketing communications of educational institutions, it is necessary to take into account the preferences and advantages of the target audience. In particular, today young people prefer various interesting events, such as flash mobs, quests, organizing various celebrations, master classes, and games. When planning such events, it is important to ensure a

creative approach to engage the potential target audience, which involves active involvement of students in their organization and conduct. Additionally, it is important to remember that any event consists of a series of events: announcement (informing), its conduct, and an informational wave (aftertaste).

In addition to observing the course of the event, invited individuals «immerse» themselves in the atmosphere of the educational institution, study its traditions, rules, and values, and become direct participants in the event. The main goal of organizing and conducting such an event is to leave a positive impression on the invited individuals about the educational institution as a whole and to foster a preference for choosing the educational offerings of this institution.

Creating a positive image is a long-term and systematic process. Increasing the authority and prestige of the educational institution will attract strong applicants and instill confidence in students about the correctness of their choice.

References:

1. *Pochepcov H. Public Relations for Professionals. K.: Vacler. 2003. 624 p.*
2. *Rasskazova O.L. Educational events as a means of forming citizenship in non-formal adult education. Bulletin of Glukhiv National Pedagogical University named after O. Dovzhenko. Pedagogical Sciences. 2017. Issue 35. P. 269-280.*

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ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У ФОРМУВАННІ ДОВІРИ СПОЖИВАЧА В ЕЛЕКТРОННІЙ КОМЕРЦІЇ

В умовах високої конкуренції для інтернет-магазинів актуальною проблемою є зміцнення прихильності та довіри споживачів. Завдяки пошуковим системам споживачі мають можливість миттєво дізнаватися про наявність товару, порівнювати ціни на аналогічні товари у різних інтернет-магазинах та обирати серед багатьох пропозицій. Тому інтернет-магазини зацікавлені у