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COMMUNICATION COMPONENT IN THE FORMATION OF THE IMAGE OF HIGHER EDUCATION INSTITUTIONS BASED ON A MARKETING APPROACH

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Abstract. The work examines the communication component in the formation of the image of higher education institutions. The variety of approaches to defining the "marketing of educational services" category is summarized. The marketing of higher education institutions is substantiated within the framework of various concepts of marketing in the conditions of competition: production concept, product concept, sales concept, classical concept, socio-ethical concept. Partnership concept of marketing is singled out as a philosophy of higher education institution functioning. Attention is focused on the need to develop and implement an active marketing policy and use modern marketing tools and technologies for the development of the ecosystem of higher education institutions. The necessity of forming the image of a higher education institution as a certain system of evaluations of various target audiences, which are formed due to effective marketing communications, is updated. Establishing a partnership and deepening cooperation with partners of higher education institutions using marketing tools is an important tool for image activities of higher education institutions. Emotional marketing is one of the elements of forming a positive image, bright emotions and a sense of belonging to higher education institutions. This component has a direct relationship with the marketing and advertising of the university, because disappointments from expectations damage the image and reputation of the brand. A communication policy or a promotion policy, which involves the unification of all communication channels, tools and means of conveying information about the educational brand, educational product and educational services to target audiences, is one of priority areas of marketing activities regarding image formation. The necessity of forming a communication strategy of a higher education institution consisting of marketing, creative and media strategies is substantiated. Social media as part of the global digital infrastructure, which includes social networks, professional platforms, blogs, wikis and many other formats, is singled out as an important communication tool of institutions. The advantages of social networks for universities, namely: improved communication, activation of the processes of recruiting and admission of students, connections with graduates, dissemination of knowledge, promotion of research and achievements, strengthening of the brand, image formation and management of the university's reputation have been identified.

Keywords: image activity of educational institutions, communication tools, image formation, partnership concept of marketing, marketing of educational services, emotional marketing

Introduction

The education system determines the country's economic development, forms its intellectual, scientific, social, cultural potential and determines its competitiveness on a global scale. For many countries, income from studying foreign students is one of the sources of replenishment of the state budget.

Literature review

Domestic and foreign scientists are actively developing issues related to the implementation of a marketing approach in the educational sphere, image formation and promotion of university brands, establishing effective communications of higher education institutions to attract target audiences, establish partnerships with stakeholders, donors, obtain grant funds, etc. The problems of marketing in the field of education are actively researched by domestic and foreign scientists, namely: G. Armstrong, B. Berman, S. Bilousova, I. Budnikevich, L. Burdonos, A. Dmytriv, J. Evans, K. Fox, A. Gvozdenko, O. Honcharova, S. Ilyashenko, M. Kinnell and D. McDougall, F. Kotler, N. Lisova, I. Mashtakova, R. Morris, I. Nemtseva (Krupenna), T. Obolenska, E. Popova, I. Reshetnikova, N. Romanyuk, N. Savytska, J. Trout, V. Wong, T. Yashchuk, O. Zhegus, and others. The issues of higher education marketing in the context of developing a marketing plan and marketing strategies, university positioning, promotion and communications, measuring the effectiveness of marketing efforts of a higher education institution, methods of working with target groups are discussed at the annual symposia of the American Marketing Association (Levin, 1998). Theoretical and applied aspects of the problem of communication policy and the formation of the image of higher education institutions are reflected in the works of the following domestic and foreign scientists: O. Bilovodska, O. Boenko, M. Clark, M. Fine and K. Shoyer, I. Krupenna, I. Pocheptsov, N. Savytska and O. Afanasieva, I. Tatomyr, O. Teletov, O. Tkachenko, T. Turkot, V. Vasylenko, A. Wilsons, M. Zatserkivna, and others. However, increased competition in the educational market of the global and national level increases the importance of the brand, image, and reputation of the higher education institution and requires additional research into communication tools that will allow them to be promoted in the saturated marketing environment of target audiences.

Materials and methods

The variety of approaches to the definition of categories in the marketing of education attests to the multifacetedness of educational services, the multi-vector nature of the activities of educational institutions, the role of marketing in achieving their goals, implementing strategies and success in competition. Marketing is considered as a discipline and a science (Matviiv (2005): "Marketing of educational services is a discipline that studies and forms philosophy, strategy and tactics, technology of social market thinking and action, relations of higher education institutions, students, consumer organizations, as well as state and local government bodies and intermediary structures"; Yashchuk (2017): "Marketing of educational services is a science that studies the market of paid educational services; activities on their distribution and promotion; philosophy of educational business"), as a management system (Lisova (n.d.): "Educational marketing is a system of managing market activities of an educational institution, aimed at regulating market processes and studying the educational market, which leads to the most effective satisfaction of consumers: the individual - in education; the educational institution - in development; firms and other customer organizations – in the growth of personnel potential; society - in the expanded reproduction of aggregate personal and intellectual potential") and the basis of the strategy of the development of a higher education institution (Kotler & Fox (2011): "Marketing of educational services is the analysis, planning, implementation and management of carefully formed programs developed to implement the exchange of values in target markets, in order to achieve the set goals and objectives of educational institutions"), as a set of actions

(Vilchynska & Kovalchuk (2011): "Marketing of educational services is a set of actions aimed at creating, maintaining or changing the behavior of the target audience in relation to these services and their subjects"), as a philosophy of operation, as a set of tools (Mashtakova (2015): "Marketing activity of a higher education institution is a set of tools that are combined in the modern market of educational services between consumers of educational services and higher education institutions, allow to form an attitude towards the institution, confirm its advantages among competitors, annually inform consumers about innovations, prestige of the institution, usefulness and allow to develop an effective communication strategy of universities"), as a set of interrelated functions, as one of the directions of activities.

Results and discussion

Marketing is actualized in any field when competition appears, when the problem of finding competitive advantages arises. Today, in the market of educational services of Ukraine, the competition between domestic higher education institutions (HEIs), which has been joined by foreign HEIs, to which domestic applicants are migrating today due to the war, and educational institutions of all countries competing for a share of the world market of educational services, is growing. Higher education institutions compete not only for budget funds, consumer funds, scholarships, they compete for talented students, professional lecturers, investors, for the attention and support of stakeholders, form and maintain strategic competitive advantages within the limits and conditions of a common educational space. Kinnell & McDougal (2007) note that "higher education institutions and organizations that rely mainly on existing traditions and stable state funding are forced in modern conditions to take an example from enterprises that may go bankrupt if they do not take into account the changes that occur in the environment. Many universities have already realized the need for marketing activities, so a number of English universities already have marketing departments staffed by professional employees".

In our opinion, in the conditions of competition, marketing should permeate the entire activities of a higher education institution, because it is it that offers a consumer-oriented approach, while preserving the traditional values of education - quality, accessibility, innovation, constant learning, a possibility of choice. Using the works of Budnikevich (2012), let's formulate a general definition of marketing of higher education institutions: "Marketing of higher education institutions is an activity, a set of institutions, levels and elements of the educational environment, educational processes that ensure the creation, informing, delivery and exchange of an educational product, which has value for target audiences and aimed at the development of educational institutions". In the same way, let's define HEIs marketing within the framework of various marketing concepts:

- Within the framework of the production concept, the marketing of HEIs is defined as activities aimed at meeting the basic needs of target audiences through the production of an educational product / educational services and redistribution of resources for the stable functioning of a higher education institution.
- According to the product concept, HEIs marketing includes activities aimed at improving the quality of the educational product and forming a unique educational offer that will attract the attention of all interested parties.
- According to the sales concept, HEIs marketing tools and technologies are aimed at the development, promotion and active sale of an educational product, at increasing the investment attractiveness of an educational institution.
- Within the framework of the classical concept of HEIs marketing, the systematic application of tools and technologies, which are aimed at defining, creating and promoting long-term competitive advantages to meet the needs of target audiences, is formed.
- The socio-ethical concept of marketing considers it as a philosophy of HEIs functioning on the principles of social, environmental and economic responsibility to ensure the sustainable development of an educational institution.

Within the framework of the partnership concept, HEIs marketing is considered as a philosophy of its functioning, which is based on: creation, support, strengthening and development of long-term mutually beneficial relations between all participants of educational process); establishment of a process of sustainable interaction and increasing the loyalty of all interested parties; definition and creation of new values that will allow higher education institutions to acquire a new quality of development. The development of higher education institutions based on the principles and model of the partnership concept of marketing should become a reference point for the formation of the image of modern HEIs because it is "participants of the interaction who directly participate in the creation of new mutual values, receive and distribute the benefits from this activity" (Budnikevich, 2012). Participants of the interaction (applicants and their parents, school teachers, students, graduate students, doctoral students, scientific-pedagogical and support staff, stakeholders, investors, local self-government bodies, public organizations, donor organizations, international projects, investors, sponsors, patrons, other higher education institutions, etc.) are considered as unique partners with whom it is necessary to establish stable communication links.

The concept of marketing of educational services assumes that the tasks of a higher education institution consist in researching, determining and satisfying the needs and interests of target audiences, forming a sustainable scientific, educational, research, social, internal and external image with the aim of obtaining long-term benefits for HEIs in a better way than competitors. The goal of educational marketing, in our opinion, is quite accurately defined by Mogylova & Reshetnikova (2016): "marketing should ensure the most productive satisfaction of the needs of: individuals - in education; educational institution - in competitiveness on the market and increasing material well-being of teachers; enterprises and organizations - in qualified personnel; society - in expanded reproduction of labor and intellectual potential of the country". From a marketing perspective, special attention should be paid to brand, reputation, image, loyalty and relationships with target audiences, because these intangible assets are a real source of long-term competitive advantage.

In general, agreeing with Yashchuk (2017) on the peculiarities of marketing of educational services "due to the specifics of the service itself and the field of education as a whole, among which active role of the end consumer of educational services; delayed nature of identifying the results of the provision of educational services; the priority of cooperation and limitation of the effectiveness of competition of producers of educational services; special role and importance of the state in educational sphere, as well as the need for its participation in the development of education are the main ones", we have supplemented them with the works of other researchers and our own judgments, most of which relate to promotion, communications, brand, image:

- emergence of new generations of consumers who are ready for new forms of involvement, communications, training, development;
- "in an urbanized society, higher education is a cultural phenomenon that determines the massive demand for higher education, which marketers have to work with;
- marketization (that is, the laws of the market become decisive and determine future development of the university) and commoditization of higher education (considering it as a market commodity, using traditional approaches for the analysis of commodity markets in order to choose an economically substantiated strategy for the development of the university);
- challenges of the global market of higher education create in the 21st century the context of new marketing of universities" (Pavlenko, n.d.);
- in the marketing of educational services, the state fulfills a dual role: it is a subject of the offer - it forms the basic features of the range of educational services, establishes lists of specialties, develops educational standards at all educational levels and conducts state accreditation of educational institutions; and it is a subject of demand, an object of marketing efforts of educational institutions, as it forms a state order for the training of specialists of a certain qualification (Kolomytseva *et al.*, 2019; Yashchuk, 2017);

- there are mental, psychological and behavioral barriers to the introduction of a marketing approach into organizational culture of higher education institutions;
- difficulty of integrating marketing mechanisms into the management system of higher education institutions;
- increase in the presence of foreign service providers in the field of higher education, who have developed marketing tools;
- growth of academic exchanges, readiness of students to study abroad, development of programs of academic mobility and international exchanges, growth of the number of international students;
- development of the concept of continuous learning "lifelong learning", which leads to the acquisition of several diplomas, joint corporate training programs for constant updating of knowledge and improvement of employees' qualifications according to the "open university" model;
- growth of the role of the university brand, its reputation and image, place in the ratings as criteria for choosing an educational institution by target audiences;
- virtualization of educational process, development of omnichannel communication channels and distribution channels (distance learning, online universities, hybrid forms, etc.) require new marketing technologies;
- importance of the quality of the campus, university infrastructure, active extracurricular activities, availability of opportunities to expand soft skills;
- need to diversify funding sources with the involvement of fundraising technologies, sponsors, patrons;
- need to update the directions of educational, research, methodical activities of universities, including the direction of the growth of their commercial component;
- need for higher education institutions to systematically use modern means of marketing communications, digital marketing tools, SMM marketing, Internet marketing to attract applicants, retain students, communicate with stakeholders and the public.

In the conditions of today's dynamic marketing environment and high competition in the market of educational services, "university management must develop effective marketing strategies that are necessary to build a reputable university brand based on the high quality of educational services provided by teachers" (Roskosa & Stukalina, 2019), it is necessary to develop and implement an active and well-thought-out marketing policy, competently apply modern marketing tools and technologies for the development of HEI ecosystem within the framework of modern marketing concept to establish, maintain and improve relationships, strengthen the HEI image, increase the loyalty of all stakeholders, including staff and students of higher education.

The HEI image is a general idea about it, a certain system of evaluations of various target audiences that are formed due to effective marketing communications. The internal HEI image is formed and exists in the minds of employees, students, postgraduates, teaching, research and support staff. The external image is the HEI image in the minds of applicants and their parents, members of the community where the HEI is located, partners, employers, grant givers, donor organizations, public organizations, local organizations, state administration bodies, international organizations, other educational institutions and other stakeholders.

Krupenna (Nemtseva, 2008) associates the formation of the HEI image with the performance of a number of specific communication functions: "informational and symbolic function - which allows to achieve fame and recognition of the organization and the results of its activities (mission, history, website, pages in social networks, corporate newspaper, the style of clothing of teachers and students, external features of their communication and interaction, the building, the condition of administrative and educational buildings, etc.); advertising function - the use of reputation, symbols that are easily remembered and recognized in various advertising campaigns, which contribute to

consolidation and expansion of the organization's clientele". The scientist draws attention to the multi-component structure of the image of the higher education institution: the image of the educational product as such, the image of educational programs, educational services, research product; the image of consumers of educational services (students-post-graduate students-graduates); visual image; social image; business image of the HEI with the main determinants of business reputation and business activities; internal image of the HEI; image of teachers and students (education, achievements, competence, culture, educational and scientific profile, lifestyle, behavior style); the image of the head of the HEI. Focusing attention on the image of the rector or the main managers of the HEI, Krupenna (Nemtseva, 2008) defines it as a set of perceptions of the target audience about the "intentions, motives, abilities, values and psychological characteristics of the manager, based on characteristics that are open to observation, such as a scientific degree and scientific achievements, appearance, socio-demographic affiliation, features of verbal and non-verbal behavior, hobbies, actions and other parameters of non-core activities". Savytska *et al.* (2016) also draw attention to the image of managers and staff as factors of development and competition of the HEI: "The image of the HEI rector and academic council includes ideas about abilities, attitudes, value orientations, psychological characteristics, appearance. The image of the staff is a collective, generalized image of the teaching staff, which is formed by a set of parameters, in particular, such as: professional competence, mobility, accuracy in the performance of job duties, accuracy of work performance, awareness, professional, highly qualified training; culture; sociability (friendliness in communication, smiling), correctness of speech, socio-psychological characteristics of teachers, relations between teachers in the team. The image is formed on the basis of direct contact with the HEI teacher. At the same time, each employee is considered as the "face" of the HEI, by which the educational institution as a whole is judged".

In our opinion, today the image of HEI graduates and the image of the graduates themselves, who today master new marketing and organizational roles: "participate in HEI supervisory boards, act as sponsors and patrons, consultants and supervisors of student practice, promote the HEI in social and business environment, lobby its interests in the authorities, continue their studies in the system of continuous education, etc.", is an important element of the HEI image (Nemtseva, 2012). The development of the creative economy and emotional marketing makes special demands on the visual image of higher education institutions. HEIs strive to demonstrate the quality of their services through material evidence and comfort: architecture and design of premises; arrangement of offices and laboratories, study conditions in university classrooms; availability of multimedia gadgets; convenient navigation on the territory and campus of the university; logistical convenience of the campus for out-of-town and foreign students; living conditions and level of comfort in dormitories; sports and recreational infrastructure; library funds, level of technical equipment and working conditions in libraries; event-activity of student life. Physical environment is one of the most important points that will attract school applicants and HEI graduates to master's degrees, that is, to retain students.

Communication policy or promotion policy is an important direction of HEI marketing activities regarding image formation. Promotion is an element of the marketing complex, which involves all communication channels, tools and means of conveying information about educational brand, image, educational product and educational services to target audiences for the formation of its demand and loyalty. Marketing researchers Kotler & Fox (2011) have detailed communication tasks of a higher education institution as follows: "to maintain or strengthen the image of an educational institution; ensure loyalty and support of graduates; attract donors; provide information about the offer of the educational institution; attract potential students, encourage them to submit admission applications and enter the educational institution; correct incomplete or incorrect information about the educational institution".

The communication strategy of a higher education institution consists of a marketing strategy (analysis of consumers, competitors, development of a higher education service), a creative strategy

(development and formation of the HEI image and the image of a higher education service), and a media strategy (choice of communication media for the implementation of professional orientation). The system of marketing communications uses many communication media, tools and means of promotion of HEIs "aimed at strengthening the image of the educational institution, at forming a sense of belonging and loyalty of future and current students" (Kotler & Fox, 2011): advertising; direct sales (school attendance); involvement of brand ambassadors; invitations of famous scientists and authoritative practitioners for teaching; participation in ratings; publication of scientific, methodical and popular literature; conducting of scientific events and participating in them; academic mobility of teachers and students; programs involving applicants and their parents; PR-campaigns (interviews of the rector, leading scientists and heads of departments in mass media); alumni club; cooperation with partner foreign universities; admission of foreign students to study as a marker of the university's image; websites, blogs, pages in social networks (Facebook, Instagram, Twitter, LinkedIn); open online courses, etc. Participation in educational exhibitions is an interesting tool, because it is at them that the representative of the university can directly influence the applicant's decision and answer his/her personal questions. It's important to use video marketing because 86% of universities and colleges are represented on YouTube (marketers who use video grow their revenue 49% faster than those who don't).

Social media, which work in the following main directions: involvement, communication, cooperation, research, exchange, are an important communication tool of higher education institutions. Social media include a collection of online services that help people create their own profile and share content they create or engage with. Social media (SM) as part of the global digital infrastructure include social networks, professional platforms, blogs, wikis and many other formats:

- Profile platforms (ORCID, Scopus, Publons, Web of Science, Google Scholar, Impact Story and others) allow users to create a profile with the assignment of a unique researcher identifier (ID). ID contains basic data about the author, his/her publications, open reviews, comments, performance indicators (impact factor, citation index, Hirsch index, and others).
- Academic Social Networks (ASN) offer subscribers a personal account (profile), online presentation of their works, interaction and direct communication with colleagues. Academic platforms (ResearchGate, Academic.edu, Mendeley, LinkedIn, Penprofile and others) increase the visibility of the researcher and his/her works, the visibility of the university and its research. They compete with scientific publishing companies as an alternative publication model.
- Social networks (Instagram, Twitter, Facebook, YouTube, TikTok) offer tools for universities to communicate with applicants, students, graduates, teachers, employees and other stakeholders.

Promotion of the HEI brand in social networks provides additional opportunities for segmentation and a targeted information message (Olinichenko *et al.*, 2020). Social networks are included in the toolkit of modern communication and marketing strategies of higher education institutions for communication with their audience, interaction with students and stakeholders, and increasing the overall presence of their brand. The international higher education directory and uniRank search engine examine the landscape of 13,909 (October 2023) universities and other higher education institutions worldwide and note the following benefits of social networks for universities:

- Improved communication and engagement: social media (Facebook, Twitter (X), Instagram, YouTube, LinkedIn, TikTok) provide universities with an effective communication channel with students, teachers, staff, alumni and the public. Social networks allow for quick, real-time sharing of important announcements, university and campus news, academic achievements, which develops the HEI ecosystem through a sense of community and encourages active interaction between various stakeholders. Also, social networks provide crisis communication and allow quick notification of emergency situations, which is extremely important for our country today.

- Activation of the processes of recruiting and admission of students, because new generations of potential students are looking for the page of a higher educational institution to obtain information and impressions about it, to make decisions in favor of this or that institution. Pages in social networks provide an opportunity to demonstrate the main university locations, classrooms, campus, talk about student life, promote academic offers with the help of interesting content and visual media. Marketing campaigns in social networks, aimed at potential applicants, significantly increase the number of submitted applications and influence the final choice of higher education institutions.
- Alumni relations and fundraising: by maintaining active social media accounts, universities can share alumni success stories, promote networking events, and encourage alumni to contribute to fundraising campaigns. Effective use of social media can help to strengthen alumni relationships and increase alumni engagement and philanthropy.
- Dissemination of knowledge, promotion of research and achievements (scientific publications, live broadcasts of lectures, conferences, research results, etc.), which allows to demonstrate the expertise of university teachers and researchers, position yourself as a thought leader in your fields. Social media also allow to collaborate and communicate with scientists and researchers around the world.
- Strengthening the brand, building the image and managing the reputation of the university in the direction of its strengthening, which is achieved through systematic and professional moderation of the HEI pages in all available social networks, because different target audiences prefer different social platforms: Facebook - parents and relatives, Twitter (X) - business and graduates, Instagram - potential applicants, students, graduates, YouTube - students, LinkedIn - sponsors, business and graduates, TikTok - new generations of applicants.

The main audience on Instagram is people from 16 to 24 years old. A similar situation is with TikTok. However, the largest audience on Facebook is people aged 45-54 among women and 25-44 among men. TikTok continues to grow in popularity, with the number of 16-24-year-old women who say it is their "favorite" social platform jumping by more than a third in the past year. Meanwhile, nearly twice as many women in this age group say Instagram is their "favorite" platform compared to TikTok (23.1% vs. 12.0%, respectively). Young men are more likely to choose Instagram than TikTok, interestingly, men aged 16 to 24 are more likely to list Facebook as their favorite social platform compared to TikTok (10.5% vs. 7.7% respectively). It is also interesting to note that WhatsApp ranks second in this age group, being preferred by both young women and young men (The changing world, 2023).

Targeted interaction with users in social networks allows universities to promptly solve problems, respond to feedback, and have an image of a modern place of study. Audience statistics and university social media analytics accumulate up-to-date information about the preferences, interests and behavior of their audience on the Internet, the use of which allows them to adapt content, campaigns and communication strategies to better resonate with the target audience and achieve greater impact and engagement.

While websites of higher education institutions tend to be formalized and well structured, social networks are more unique, original and relaxed (informal). Clark *et al.* (2017), based on the results of Mann-Whitney U-test, regression and Kruskal-Wallis test, have proved a positive relationship between students who follow the university through social networks and their perception of their relationship with the university as high quality one, and that the presence of a university account in several social networks increases the assessment of the quality of relations by students. The researchers conclude that higher education marketers, in order to establish long-term partnerships with their stakeholders, should invest resources in social media communications, find ways to encourage students to subscribe to, follow and interact with HEI pages in social networks. In the study "Social Media Benchmarks for Higher Education: The 2023 Playbook", MDG Advertising,

Expedia Group Media Solution, Sprout Social provide the following data: 68% of high school students use social channels to research a place of study; 41% of heads of educational institutions can directly explain the increase in the number of pupils/students by social strategy; 80% of alumni organizations report that blogs, social media, and e-newsletters have the greatest impact on alumni engagement (Social Media Benchmarks, 2023).

Tatomyr (2015) draws attention to interesting communication tools used by foreign universities: organization of Sunday educational tours, creation of networks of advisory centers abroad. The Polish "UniverPL Education Center" as part of the "Education - Around the World" partnership program annually organizes short excursion trips for potential applicants to 10 ranked Polish universities - Lublin, Warsaw, Wroclaw, Poznań and Krakow, in order to choose the most suitable one for study. At the same time, future entrants and their parents have the opportunity to familiarize themselves with the directions and specialties of the proposed educational institutions, their infrastructure, educational and methodical support, professors and teaching staff, local students and management. Such excursions for foreigners are a good advertisement not only for universities, but also for the cities in which they are located. The Education USA network includes more than 450 centers around the world that provide accurate, objective, and unbiased information about all accredited American higher education institutions in the United States and conduct admission consultations".

Emotional marketing forms a positive image, emotions and a sense of belonging to the HEI. This component has a direct relationship with the marketing and advertising of the university, because disappointments from expectations damage the image and reputation of the brand. Any marketing and advertising campaign should be based on true information (about budgetary places, equipment of the classroom fund, state of the dormitory, development of research and leisure infrastructure) and justified promises, and communication environment should be competent, "alive", active, open, form an emotional communication of the university with applicants, students, teachers. A commercial video of Yale University in which a senior student tells applicants about the advantages of the institution, and then suddenly begins to sing verses and walk from one campus to another, was popular on the Internet. At Yurii Fedkovych Chernivtsi National University, Marketing students filmed a video in the form of a replica of the television show "Eagle and Tails", where they humorously talked about the opportunities for study and recreation for different categories of students. Another interesting innovation is the holding of the "Marketing Intensive" training camp, which allows to expand communication field of the university.

The new object of HEI image activities consists in the establishment of partnerships and deepening of cooperation with university partners using a number of marketing tools:

- established systematic interaction with stakeholders - employers, graduates, academic community for adjusting educational programs and curricula;
- recommendations from students (88% of consumers rely on both online reviews and personal recommendations, and 72% of respondents rely on positive reviews to gain trust);
- recognition of the merits of successful graduates by awarding them with various awards;
- participation in international projects, programs and grants;
- establishment of long-term partnership relations with domestic and international scientific and educational communities;
- formation of organizational culture, development and implementation of unitary elements of organizational culture;
- "formation of the HEI image as an object of pride of city residents, a scientific and cultural center" (Nemtseva, 2012).

Conclusions

Thus, marketing of higher education institutions is an activity, a set of institutions, levels and elements of educational environment, educational processes that ensure the creation, informing,

delivery and exchange of an educational product that has value for target audiences and is aimed at the development of educational institutions. Within the framework of the partnership concept of HEI marketing, we suggest to consider HEI marketing as a philosophy of its functioning, which is based on: creation, support, strengthening and development of long-term mutually beneficial relations between all participants of educational process; establishing a process of sustainable interaction and increasing the loyalty of all interested parties; defining and creating new values that will allow higher education institutions to acquire a new quality of development.

Marketing offers higher education institutions a cluster of tools, which allow to create an easily recognizable educational brand, strengthen the HEI image and attract target audiences. The marketing approach to the formation of the image of higher education institutions is based on the activation of communication component of the marketing complex. Marketing communication strategy of a higher education institution should focus on all target audiences (applicants, their parents and teachers, students, lecturers and employees, stakeholders, employers, local community), establish long-term interaction with them based on the tools of the partnership marketing concept. Successful mixing and management of communication tools allow to achieve a level of satisfaction of target audiences higher than that of competitors or to exceed their expectations.

Innovative and traditional tools and technologies enable HSEs to take advantage of effective communications, budget optimization, and positive customer experience. Social networks, YouTube channels, video marketing, short videos, influence marketing, collaborations, chat bots, digital assistants and others are a powerful tool for image formation, strengthening of reputation, coverage of wide target audiences, HEI long-term interaction and communications with future and current students, professors, staff, stakeholders. Dynamic, innovative and interactive communication platforms help participants of the HEI ecosystem to make sound decisions, gain access to resources, effectively navigate the educational, research and professional environment, receive necessary support and information during their academic journey.

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Conflict of interest

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КОМУНІКАЦІЙНА СКЛАДОВА ФОРМУВАННЯ ІМІДЖУ ЗАКЛАДІВ ВИЩОЇ ОСВІТИ НА ОСНОВІ МАРКЕТИНГОВОГО ПІДХОДУ

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Анотація. В роботі досліджено комунікаційну складову у формуванні іміджу закладів вищої освіти. Узагальнено різноманітність підходів до визначення категорії «маркетинг освітніх послуг». Обґрунтовано маркетинг закладів вищої освіти у рамках різних концепцій маркетингу в умовах конкуренції: виробничої концепції, товарної концепції, збутової концепції, класичної концепції, соціально-етичної концепції. Виокремлено партнерську концепцію маркетингу як філософію функціонування закладу вищої освіти. Акцентовано увагу на необхідність розробки й реалізації активної маркетингової політики та застосування сучасних інструментів і технологій маркетингу для розвитку екосистеми закладів вищої освіти. Актуалізовано необхідність формування іміджу закладу вищої освіти, його образу як певної системи оцінок різних цільових аудиторій, які формуються за рахунок ефективних маркетингових комунікацій. Важливим інструментом іміджевої діяльності закладів вищої освіти є налагодження партнерства та поглиблення співпраці з партнерами вищих навчальних закладів з використанням маркетингових інструментів. Одним із елементів формування позитивного іміджу, яскравих емоцій та відчуття належності до ЗВО є емоційний маркетинг. Цей компонент має безпосередній зв'язок з маркетингом та рекламою університету, адже розчарування від очікувань шкодять іміджу та репутації бренду. Одним з пріоритетних напрямів маркетингової діяльності щодо формування іміджу визначено комунікаційну політику або політику просування, яка передбачає об'єднання всіх комунікаційних каналів, інструментів та засобів донесення інформації про освітній бренд, освітній продукт та освітні послуги до цільових аудиторій. Обґрунтовано необхідність формування комунікаційної стратегії вищого навчального закладу, що складається з маркетингової, креативної та медійної стратегій. Важливим комунікаційним інструментом закладів виокремлено соціальні медіа як частину глобальної цифрової інфраструктури, що охоплюють соціальні мережі, професійні платформи, блоги, вікі та багато інших форматів. Визначено переваги соціальних мереж для університетів: покращена комунікація, активізація процесів рекрутингу та прийому студентів, зв'язки з випускниками, поширення знань, сприяння просуванню досліджень та здобутків, зміцнення бренду, формування іміджу та управління репутацією університету.

Ключові слова: іміджева діяльність закладів освіти, комунікаційні інструменти, формування іміджу, партнерська концепція маркетингу, маркетинг освітніх послуг, емоційний маркетинг