

教育服务（高中教育计划）推广的特点
**PECULIARITIES OF EDUCATIONAL SERVICES
(HIGH SCHOOL EDUCATIONAL PROGRAMS) PROMOTION**

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注解。 本文致力于分析高等教育机构推广教育服务的特点。 作者考虑了目标受众（学生和家长的）的大学工作特点，以吸引申请者并提供教育服务。

关键词：高等教育，教育服务，目标受众，大学形象定位，大学营销研究

Annotation. *The article is devoted to the analysis of the features of the promotion of educational services conducted by higher educational institutions. The authors consider the features of the work of universities with a target audience (students and parents) in order to attract applicants and provide educational services.*

Keywords: *higher education, educational services, target audience, image positioning of university, university marketing research*

Educational service in modern terminology is a system of certain knowledge, acquired skills in the course of practice, a special level of thinking that satisfies the needs of the individual, society, state; educational and teaching activities; training professionals for consumers in public institutions or private organizations.

In order to be a worthy competitor in the field of educational services in the modern world, institutions need to actively express themselves in the external environment, as well as interact and communicate with their target audience. Initially, an educational institution needs a clear understanding with which target audience it is necessary to work in order for further progress to be most effective. The target audience is a group of people consisting of potential or actual consumers, who are influenced by the promotion program [1]. The specificity of the target audience in the field of educational services lies in the discrepancy between the recipient of educational services and the one who makes the decision to purchase the service. In our case, the consumer is a student, and parents (or their legal representatives) often make decisions about purchasing a service. Therefore, there is

a need to develop two interrelated programs of exposure to prospective students and their parents.

The basic principle of working with parents is based on the principles of working in a business environment, because the decision to purchase a service, the main characteristic of which is its intangibility, is made on the basis of rational considerations. From this point of view, such indicators as the image and business reputation of the university come to the fore.

Analyzing the data of our research, we can conclude that students are rather poorly informed about many existing educational services. At least half of the respondents need information about a particular educational service. Our sociological survey showed that students have the greatest need for information about the following services in the field of education: obtaining a second higher education in universities in the region (61%), additional courses in a foreign language (57%) and personal growth courses (54%). Also, half of the respondents (52%) feel the need for information about internships, internships in foreign universities, and 50% of the respondents need information about master classes in employment and self-presentation. 48% noted that there is not enough awareness to get a second higher education in Russian universities. 44% have a shortage of information on programming courses, web design and computer graphics.

When promoting an educational service, an institution should form a positive image and a correct opinion about the quality of services, through publications in the media and online sites, through various activities that are aimed at promoting the educational environment and other tools. By promoting an educational environment, there is a possibility that the number of new customers and partners will be increased [2].

Maintaining an image requires systematic work with communication both inside and outside the organization. Image positioning of the university should be directed to different target audiences:

- The following indicators can be the basis for image positioning for groups of the public: the quality of student training, employment indicators and the importance of a university for a city, region, or the country as a whole.
- for applicants and parents it is necessary to focus on the relevance of university graduates and employment opportunities for students.
- for students it is important to emphasize the stability of the university in the region, country, world; its prospects for them as for students and future specialists (the possibility of further education, training, research, innovation, etc.).
- for teachers to focus on the idea of the importance of the university, its scientific schools, scientists, specialists.
- for the scientific, business and business community, the central idea of the image will be the positioning of the university as a cultural, scientific and innovation center of the region.

• for legislative and executive authorities, the role of a university in the training of highly qualified specialists for the national economy of the region and Russia, in the development of modern high technologies [3] can be a basic idea.

It must be remembered that the behavior of university staff in relation to their main consumers should be the main object of attention of the top management of an educational institution. It is important to remember that when forming a positive image of a university, a university brand is formed.

In order for an image to become a truly effective tool for the development of an organization, it is necessary to regularly examine the opinions of various groups of the public to determine the current image and adjust the concept to reflect the identified ideal image and time requirements. In the modern world, it is important for each image organization to have a website, after the promotion of which they conduct marketing research.

Conducting marketing research will get to know the site visitor, his interests, opinions, as well as use secondary information from the Internet and develop strategies and behaviors on this basis. Among other things, the site can become a center for the provision of consulting services, a center for the formation and communication of professional communities and the provision of other services [4].

The university website should develop and change in accordance with the changing demands of the audience, with the advent of new technologies, with changes in the external environment, as an effective tool for ensuring the activities of the university [5].

Thus, the conduct of marketing activities aimed at informing the target audience about the services of higher educational institutions, is the most important task of the university to attract applicants. Particular attention should be paid to such types of communication activities on the Internet as the development and development of the official information resource, its optimization for search engines, social networks, organization of communications with existing and potential students through social media tools and services. In the framework of marketing research, it is advisable to conduct research of your own resource, which includes conducting surveys, questioning, monitoring the attendance of a resource, collecting and analyzing marketing information. The development and use of Internet marketing tools in the promotion of educational services gives universities a competitive advantage, attracts applicants, students, graduate students, and contributes to the quality of education.

Today we can talk about a number of trends in the field of promotion of educational services:

- cooperation of educational institutions belonging to the same and to different levels of education;
- marketing of relations, which is manifested in the conclusion of agreements on cooperation with companies on staff development, on the opening of specialized classes in schools, etc .;

- Internet communications with external and internal public with a focus on the rule of "three clicks";
- development of Internet promotion technologies in the form of blogs, social networks;
- mobile marketing;
- development and promotion of its own brand;
- development of corporate identity;
- co-branding with commercial organizations;
- active interaction with the external public;
- consistent work of high schools with a youth audience in the logic “applicant - student - graduate”;
- working with internal audiences: students and staff;
- event PR: conferences, contests, festivals, participation of universities in exhibitions, etc .;
- promotion of universities through their own short programs on regional television;
- focus on active presence in the information space and trust relationships with target audiences;
- development of a variety of additional educational services [6].

Summing up, it should be noted that when promoting educational services, it is important to take into account the uniqueness of the service that is being put on the market, to determine the target audience for which the program of the educational service is aimed, and also to create the image of the enterprise that offers the service to the consumer. Creating an image should take into account the opinion of the target audience, how effective is information about a particular service. For this purpose, they use marketing research, thanks to which it is possible to track what the consumers of the service are more interested in, which should be given special attention in the further promotion of this educational service.

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