

SPECIFIC FEATURES OF PROMOTING THE SERVICES OF STATE EDUCATIONAL INSTITUTIONS

^aNATALIA A. BEZRUKOVA, ^bDMITRY YU. VAGIN, ^cJULIA N. ZHULKOVA, ^dNADEZHDA L. SINEVA, ^eELENA V. YASHKOVA, ^gGUZAL I. ISLAMOVA

^a*Lobachevsky State University of Nizhny Novgorod, Gagarin Avenue, 23, Nizhny Novgorod, Russia, 603950*

^{b, c, d}*Minin Nizhny Novgorod State Pedagogical University, Ulyanov str., 1, Nizhny Novgorod, Russia, 603005*

^f*I. M. Sechenov First Moscow State Medical University (Sechenov University), Trubetskaya str., 8-2, Moscow, Russia, 119991*

email: ^abezrukova1905@mail.ru, ^b403485@mail.ru,

^czhulkova@mail.ru, ^dsinevan12015@gmail.com,

^eelenay2@yandex.ru

Abstract: The relevance of the study consists in implementation of promotion tools corresponding to the current market conditions in state higher educational institutions. The objective of the research is to discuss tools for promoting services that are most aligned with the possibilities of higher educational institutions. Given the frequently limited funding, a quite narrow set of tools are used; however, at present, it is important to make use of a broader range of opportunities. The paper examines principal promotion tools which are accessible to the greater part of higher educational institutions; it presents the experience of implementation of several of them. Their validity and satisfactory efficiency are demonstrated.

Keywords: state educational institutions, marketing, promotion tools, educational services, institution website, social networks, special advertising platforms.

1 Introduction

At present, both commercial companies and state budget-funded institutions operating in the educational sphere have the aim of keeping their place in the market and being its active participant further on. However, the majority of them have to take into account all changes of the environment (first of all, its cultural factor has to be viewed individually and in a particularly serious way). Similarly, they have to consider rapidly changing demands of their customers – who are applicants and students – as well as their growing expectations as for the quality of provision of not only educational but also related services offered by the educational institutions. They have to bear in mind the continuous growth of standards for the services provision and a number of other market trends and developments, too.

Due to the status of state budget-funded educational institutions, and the frequently limited financing of marketing measures, they only use a certain set of promotion tools (if any) which differs to some extent from those employed by business units. The two limitations (the budget one and the one related to the budget use options) affect simultaneously the opportunities of promoting the services rendered by the institutions, too.

Taking into account the rapid development of approaches to the educational process in general, higher educational institutions must be prepared for "applicants of the future" and then to "students of the future". They are going to impose high requirements for the educational and related services rendered to them both when choosing a higher educational institution and further on, in the process of learning.

Although there are diverse promotion tools, state educational institutions implement in their activity only some of them. The authors believe it essential to adopt the experience of other higher educational institutions and make use both of the tools having shown impressive results by the present and of modern technologies.

2 Literature Review

Within marketing activity of educational institutions, enhancing their representation on the Internet based on studying the content published on their competitors' official websites remains the most relevant focus area as of today. This is pointed out in works of A. A. Maltseva (2018), N. V. Bondareva, N. A. Bezrukova,

Yu. N. Zhulkova, and T. E. Lebedeva (2019). Questions of forecasting the needs of the target audience (applicants, students, course participants), finding out the most attractive for them information sources, and a number of other aspects were considered in the work of D. Yu. Vagin, O. A. Nemova, and V. V. Retivina (2018); the authors presented results of the sociological survey of students of Minin Nizhny Novgorod State Pedagogical University.

Moreover, within the topic under consideration, the authors believe it important to highlight expedience of taking into account general questions of marketing, too, in the activity of higher educational institutions. So, in I. A. Artashina's work (2005), the author discusses theory and practice of marketing activity in various spheres of the economy, education included. The study by I. A. Artashina, V. Yu. Dudina, and Yu. N. Zhulkova (2020) details questions of the use of theoretical and practical capacities of marketing, as well as working with stakeholders, which is quite applicable in higher educational institutions, too. S. N. Kaznacheeva and V. A. Bondarenko (2016) consider the possibilities of using low-value ways for attracting customers, which is relevant for state higher educational institutions.

Studying the said topic in more detail has shown that recently, this subject has gained relevance in the focus areas listed below. As L. I. Ambartsumyan, L. I. Filimonova, M. A. Filimonova, and E. V. Shevchenko (2020) believe, promotion of a higher educational institution demands a special vision of its potential audience, plus the relevant skills of teachers and employees of all departments of the higher educational institution.

Let it be noted that paying attention to project activity which is winning popularity is of no less importance within promotion of higher educational institutions. So, in the work of L. F. Sukhodoeva, D. V. Sukhodoev, D. Yu. Vagin, E. V. Yashkova, Yu. N. Zhulkova, and O. T. Cherney (2021), the authors noted it was relevant to create teams composed of people who are capable to carry out the modern technologies of management in practice, and having training process organization skills was essential for the project team. The research by N. D. Sukhodoev, D. Yu. Vagin, E. V. Yashkova, Yu. N. Zhulkova, N. L. Sineva, and L. Yu. Shobonova (2021) highlights the importance of such procedures as organization of work meetings, the process of planning works on the project, and others. If higher educational institutions understand the above listed scope of knowledge and skills which are necessary for modern employees, implement project management, and cooperate with other institutions of education or commercial enterprises, this will yield further competitive advantages which it is important to cover in advertising campaigns.

Further on, working with students and engaging them for fulfilling projects will be an undoubted advantage of a higher educational institution within developing the promotion program for the services offered. So, in the work of A. A. Miroshnichenko and D. R. Merzlyakova (2020), they present results of an expert appraisal of master degree students' ability to organize teams of students and manage them. P. G. Labzina and S. G. Menshenina (2021) confirm the necessity of developing flexible skills for students to achieve further professional success.

As the practice of working with students of the authors of this paper has shown, it is employment in the specialization that holds special significance for students when selecting a higher educational institution. With regard to this, it is essential to not only organize interaction of higher educational institutions with large enterprises operating currently but also to openly announce such opportunities to students being enrolled. Meanwhile, according to V. G. Lizunkov, M. V. Morozova, A. A. Zakharova, and E. Yu. Malushko (2021), the principal thrust has to be made on the resident enterprises, which will

ensure not only the higher interest in their partner institution in general but specifically in its educational services.

3 Research Methodological Framework

The objective of this paper consists in finding out the problem range of using tools of promoting the services of state educational institutions.

Tasks of this paper include: summing up the results of communication policies; analyzing the experience of implementation of some promotion tools into the activity practice of educational institutions; identifying ways of fulfilling the marketing services promotion strategy as applied to state educational institutions of higher education which are the most promising from the contemporary point of view.

Methodological basis of the research relies on the methods of generalization and abstraction, as well as the situational approach.

4 Results and Discussion

Communication policy of budget-funded educational institutions consists in developing and using a set of promotion tools, with the official website of a higher educational institution among them. Some other tools include presenting the website on the profile (theme) portals, interacting with the mass media, presenting it on the Internet in general, by placing the information in social networks, among other things, and organizing personal sales. The policy suggests approaches to enhancing efficiency of the use of the above means, too.

A higher educational institution' having an official website is currently the standard for all institutions without exceptions. According to Order of the Federal Education and Science Supervision Service "On approval of the Requirements for the structure of the official website of an educational organization in the Internet information and telecommunication network and the information presentation format" (2020), there is a definite list of information to be presented on an institution's website.

Meanwhile, for websites of higher educational institutions, one of serious issues is the strictly defined form, due to which a website of one institution looks too similar to that of another. However, one of the principal marketing requirements for a product is the possibility of its (and its producer's, i.e., a particular higher educational institution) identification. Thus, it makes sense to speak about completing the market requirements presented directly for the official website. Among these, the condition of its correct functioning has to be noted: that is, the website has to be working and accessible, and the information provided on it must be up-to-date. Moreover, the website must be convenient for its visitors, and the users' interests in terms of getting the information have to be taken into account necessarily.

Promotion of the institutions, as well as their services directly, can be performed by presenting them on profile portals. For example, higher educational institutions can be represented on such platforms as Vseobuch, ProVUZ.ru, Ucheba.ru, Edunews, and others which are in fact the Internet-based reference books for potential customers (applicants and students) and which have quite heavy traffic. Studying a number of scientific works (Plokhova et al., 2021; Sirotina & Egorova, 2018) has led the authors to conclude that mass information media (the mass media) play a fundamental part in the way the activity of a particular higher educational institution is perceived (the same holds true for a commercial company). Hence, interaction of the higher educational institution with the mass media will play far not the last role in its promotion. Importantly, costs for marketing measures can also be reduced by engaging students in working on this focus area (Medvedeva & Marik, 2015).

The principal platforms most frequently used by the institutions for promotion are Vkontakte, Odnoklassniki, Instagram, Facebook, Telegram, and YouTube. However, in the modern students' opinion, "one of the popular digital platforms for

carrying out enlightenment activity of higher educational institutions, as well as for promoting their educational services, is the YouTube video hosting" (Ochildiev & Nikitenkova, 2020, p. 245).

Personal sales are quite a curious tool for promotion which can be highly effective for some institutions (Ershova, 2017; Perevoschikova, 2020; Prosalova & Nikolaeva, 2018). So, for example, most active and talented teachers can launch their channels on social media upon their wish (which is an indispensable condition); this will ensure positive advantages both directly for them and for the higher educational institutions they work at.

At present, one can speak about the availability of certain experience amassed by state educational institutions in using some promotion tools.

There are many works focusing on websites as one of the principal tools for promotion. For example, in the work of M. L. Belyashova (2018), some features of positioning modern Russian and American higher educational institutions by means of a website have been found. The experience obtained by them can be used by Russian higher educational institutions in their further practice, too.

In the work of E. D. Kostyrya (2020), the author presented results of comparative analysis of two websites: those of the Institute of Social and Political Sciences of the FSAEI HE "Ural Federal University named after the First President of Russia B. N. Yeltsin" and Heidelberg University. Among other things, they were analyzed as an advertising platform, and specific means were identified for promoting educational services. This can be taken into account in the work of various educational institutions, too.

A. A. Maltseva's research (2018) targeted assessment of the Internet-based resources of Russian universities designed for attracting foreign applicants. Proceeding from analysis of the Internet resources of 150 higher educational institutions according to the system of criteria elaborated by the author specifically for the purposes of the research, she rated the current condition of the official websites of higher educational institutions, their usability, convenience, and usefulness for the potential foreign applicants and students. According to the research findings, the author developed some recommendations which are replicable and scalable for specific universities as required.

Aspects of accomplishing maintenance of an educational organization brand directly by efforts of students of the particular higher educational institution are of interest, too. Such an experience is detailed in the joint work of K. E. Vinogradova and A. A. Kashchuk (2018) which discusses the experience of building a media holding company at the faculty of social technologies of the North-West Institute of Management (branch of RANEPa).

Social media are currently a fundamental promotion tool for educational institutions; keeping them is not associated with the institutions' status in any way, which is confirmed by many modern authors. Moreover, most of higher educational institutions extensively share their experience with peers in questions of creating and promoting official pages of the institutions in various social networks. So, in the paper of A. A. Babaeva and N. S. Gheghelova (2019), they outline the practice of maintaining the official page of the Federal State Autonomous Educational Institution of Higher Education "People's Friendship University of Russia" on Facebook, with examples of the most successful material formats provided. The paper of E. V. Sumarokova and E. D. Rassokhina (2018) contains some information which is useful for SMM and PR managers of higher educational institutions along the line of improving position and image of the official pages of educational institutions in social networks. The authors consider it important to pay special attention to the work of Yu. Yu. Shitova, Yu. Yu. Shitov, and M. S. Kokorev (2018) in

which the scientists give results of studying the activity of students and graduates of higher educational institutions on social media. They also discuss various options of using the obtained information, among other things, as a tool for promoting educational institutions which enables them to get in touch with their target audience, too. Importantly, the authors of the said paper suggest their own technique of collecting and analyzing the online data which will allow conducting the educational services promotion strategy in a more targeted way.

The authors believe that currently, engaging bloggers for cooperation and performing crossover promotion are some of the most promising ways for fulfilling the strategy of promoting the educational services of state institutions. Working with bloggers is not new as a promotion tool; however, far not all the state educational institutions use such interaction, even though its potential is fairly high. In terms of expedience for the institutions, the same can be said about the possibility of their supporting each other and using the so-called crossover promotion in their activities – when a set of measures is carried out jointly by two institutions having the same target audience while not competing with each other.

5 Conclusion

According to the results of the research conducted, let some points be noted which are expedient to be adhered to when carrying out marketing measures aimed at promotion of state educational institutions and their services. So, it is extremely critical to pay special attention to corporate identity, i.e., all marketing measures in use must be prepared in one and the same style, have the uniform color scheme and substantial layout. In carrying out any measures, the principal agents are the personnel of an institution who have to be completely prepared for performing their direct duties. Meanwhile, special attention must be paid to the employees representing the institution at various open events.

For obtaining a positive result from implementing the outlined and similar measures, a sine qua non condition is to conduct them on a regular basis.

Literature:

- Ambartsumyan, L. I., Filimonova, L. I., Filimonova, M. A., Shevchenko, E. V.: *Highlights of Promoting Educational Services in the Modern Market Conditions*. Economics of Sustainable Development, 2(42), 2020. 14-18 pp.
- Artashina, I. A.: *Marketing in Branches and Spheres of Activity*. Nizhny Novgorod: Publishing house of Nizhny Novgorod State University of Architecture And Civil Engineering, 2005. 111 p.
- Artashina, I. A., Dudina, V. Yu., Zhulkova, Yu. N.: *Methodological Aspects of Managing the Development of Areas Based on Marketing Tools*. Regional Economics: Theory and Practice, 18(2), 2020. 236-248 pp.
- Babaeva, A. A., Gheghelova, N. S.: *Promotion of Higher Educational Institutions in Social Networks*. Bulletin of Tver State University. Series: Philology, 1(60), 2019. 145-148 pp.
- Belyashova, M. L.: *Positioning of an Educational Organization in the Media Space (Using the Material of Websites of Russian and American Higher Educational Institutions)*. Modern Scientific Research and Innovations, 5(85), 2018. Available from <https://web.snauka.ru/issues/2018/05/86568>
- Bondareva, N. V., Bezrukova, N. A., Zhulkova, Yu. N., Lebedeva, T. E.: *The Use of Marketing Tools in Managing Enterprises in the Sphere of Services*. Krasnoyarsk Science, 8(5-4), 2019. 29-33 pp.
- Ershova, E. Yu.: *Improvement of the Way Business Processes are Organized at an Internet-based Shop as a Factor for Enhancing Its Competitiveness*. Krasnoyarsk Science, 6(4-3), 2017. 171-176 pp.
- Kaznacheeva, S. N., Bondarenko, V. A.: *Guerilla Marketing as an Efficient Tool for Promoting Goods in the Market*. Vestnik of Minin University, 1-1(13), 2016. P. 6.
- Kostyrya, E. D.: *The University Website as a Tool for Promoting the Educational Institution (Using the Case of Websites of the ISPS of SUFU and Heidelberg University)*. Human Progress, 6(4), 2020. doi: 10.34709/IM.164.7 URL: http://progress-human.com/images/2020/Tom6_4/Kostyrya.pdf, свободный. DOI 10.34709/IM.164.7
- Labzina, P. G., Menshenina, S. G.: *Interdisciplinarity as a Means for Students' Soft Skills Development*. Vestnik of Minin University, 9(2), 2021. 23-36 pp. doi: 10.26795/2307-1281-2021-9-2-2
- Lizunkov, V. G., Morozova, M. V., Zakharova, A. A., Malushko, E. Yu.: *Evaluation Criteria for Education Institutions-industry Collaboration: Territories of Advanced Development (TAD) Environment*. Vestnik of Minin University, 9(1), 2021. 3-17 pp. doi: 10.26795/2307-1281-2021-9-1-1
- Maltseva, A. A.: *Analysis of the Official Websites of Higher Educational Institutions as a Resource for Attracting Foreign Applicants*. Issues of New Economy, 1(45), 2018. 69-77 pp.
- Medvedeva, T. Yu., Marik, V. B.: *The Possibility of Using Information Technology in the Process of Professional Self-determination of the Future Expert Arts and Culture*. Vestnik of Minin University, 1(9), 2015. 140-148 pp. Available from <https://vestnik.mininuniver.ru/jour/article/view/19>
- Miroshnichenko, A. A., Merzlyakova, D. R.: *Preparation of Undergraduates for the Formation of Student Teams for Project Activities*. Vestnik of Minin University, 8(1), 2020. 3-18 pp. doi: 10.26795/2307-1281-2020-8-1-1
- Ochildiev, S. M., Nikitenkova, O. V.: *Analysis of the Use of the Youtube Video Hosting as a Digital Marketing Tool in Promotion of Educational Services of Higher Educational Institutions*. In Digital Space: Economy, Management, Society. Collection of papers of the 2nd All-Russian scientific conference. Kursk: Smolensk State University, 2020. 244-249 pp.
- Order of the Federal Education and Science Supervision Service dated 14/08/2020 N 831 (version of 07/05/2021) "On Approval of Requirements for the Structure of the Official Website of an Educational Organization in the Internet Information and Telecommunication Network and the Information Presentation Format"* (Registered with the Ministry of Justice of Russia on 12/11/2020 N 60867). 2012. Available from <https://base.garant.ru/74901486/>.
- Perevoschikova, E. N.: *Formation of the Ability of Undergraduates of Teacher Education to Teamwork in the Process of Designing an Educational Product*. Vestnik of Minin University, 8(1), 2020. 36-53 pp.. doi: 10.26795/2307-1281-2020-8-1-3
- Plokhova, I. A., Stepanov, D. A., Bibikova, N. V.: *Mass Media in Solving the Problem of Foreign Students' Adaptation to the Conditions of Russian Higher Educational Institutions*. Social Policy and Social Partnership, 1, 2021. 36-41 pp.
- Prosalova, V. S., Nikolaeva, A. A.: *The Internet Marketing as an Effective Leverage of Competition among Higher Educational Institutions*. Azimuth of Scientific Research: Pedagogy and Psychology, 7(3), 2018. 197-200 pp.
- Shitova, Yu. Yu., Shitov, Yu. Yu., Kokorev, M. S.: *Comparative Analysis of the Activity of Higher Educational Institutions Based on the Data from Social Networks*. RSUH/RGGU Bulletin. Series: Economics. Management. Law, 3(13), 2018. 9-22 pp. doi: 10.28995/2073-6304-2018-3-9-22
- Sirotnina, M. A., Egorova, O. Yu.: *The Use of Media Statistics for Assessing the Activity of Higher Educational Institutions in the Mass Media*. Bulletin of D. I. Mendeleev University of Chemical Technology of Russia: Humanitarian and Social and Economic Research, 2(IX), 2018. 77-89 pp.
- Sumarokova, E. V., Rassokhina, E. D.: *Success Factors of the Vkontakte Social Network Based Communities of Higher Educational Institutions*. Internet Marketing, 4, 2018. 316-325 pp.
- Sukhodoeva, L. F., Sukhodoev, D. V., Vagin, D. Yu., Yashkova, E. V., Zhulkova, J. N., Cherney, O. T.: *Extreme Project Management in the Conditions of Digital Economy*. Ad Alta: Journal of Interdisciplinary Research, 11(1), 2021. 67-70 pp.
- Sukhodoev, N. D., Vagin, D. Yu., Yashkova, E. V., Zhulkova, J. N., Sineva, N. L., Shobonova, L. Yu.: *Extreme Project Management in Business and Industry*. Ad Alta: Journal of Interdisciplinary Research, 11(1), 2021. 75-78 pp.

25. Vagin, D. Yu., Nemova, O. A., Retivina, V. V.: *Value-Based Choices of Nizhny Novgorod Students*. Problems of Modern Pedagogical Education, 61-2, 2018. 100-104 pp.

26. Vinogradova, K. E., Kashchuk, A. A.: *The Role of Corporate Student Mass Media in Supporting the Brand of Higher Educational Institutions*. In A. D. Krivosov (Ed.), Brandingunication Technology of the 21st Century. Materials of the 4th All-Russian scientific and practical conference. Saint Petersburg: Publishing house of Saint Petersburg State University of Economics. 2018. 68-71 pp.

Primary Paper Section: A

Secondary Paper Section: AE, AM