

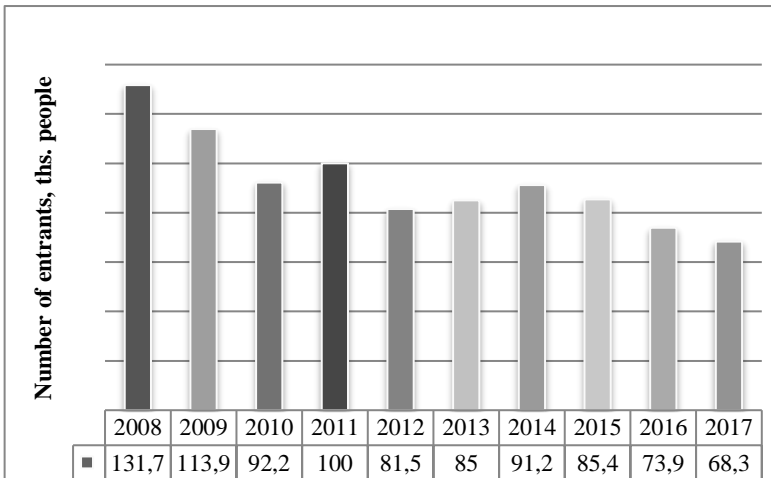
MARKETING ACTIVITY AS AN INTEGRAL PART OF THE UNIVERSITY'S COMPETITIVENESS

Hnatovs'ka D., Master

Supervisor – Ph.D., Associate Professor **Kordzaia N.**

Odessa national academy of food technologies

Higher education is an important part of public life and the main tool for developing the country's potential, the stable work of the social mechanism, the implementation of knowledge, skills and abilities of young people. For today in Ukraine, there are 663 higher education institutions of I-IV accreditation level. Among them, there are 533 states owned and 130 privately owned. Applicants can choose among 27 knowledge areas and more than 160 specialties, each of which offers several areas of training. However, the country's policy on admission to universities, the demographic crisis and other factors led to decrease in the number of applicants, and, consequently, to the growth of competition among higher education institutions. Picture 1 shows the number of entrants in Ukraine.



Picture 1 – Number of entrants in 2008-2017, ths. people.

In order to increase the competitiveness of higher educational institutions in the modern educational market, it is necessary to raise the level of informativity of potential entrants even at the stage of choosing the future

profession. The advertising activity of the university should meet the modern requirements of the population.

For effective advertising activities of universities it is necessary to combine traditional approach and modern technologies, diversify advertising in order to attract young people and older members of families, teachers. The main types of advertising activities for informing the entrants and their interest in the educational directions of universities are presented in Table 1.

Table 1 – Variety of promotional activities

Type of promotional activities	Main events
Media co-operation	<ul style="list-style-type: none"> - cooperation with TV channels of city, regional and all-Ukrainian significance (broadcasting of video clips, participation in various TV programs, broadcasting of commercials on channels); - broadcast of audio advertising on city and Ukrainian radio stations; - placing advertisements in newspapers, magazines, thematic publications.
Outdoor advertising	<ul style="list-style-type: none"> - placement of advertising in transport and inside the cabin (trams, trolleybuses, buses, taxi) in the form of stretching or broadcasting short videos (up to 30 seconds) that will allow people to be informed as effectively as possible; - advertising on billboards and interactive screens of the city where universities are located, and other cities of Ukraine.
Advertising in supermarkets and shopping center	<ul style="list-style-type: none"> - broadcasting of short audio advertisement in large supermarket chains in Ukraine; - conducting thematic master classes; - distribution of flyers and other promotional products.
Other types of advertising	<ul style="list-style-type: none"> - placement of advertising posts in social networks, constant updating of topical news, placement of high-quality photo and video content; - development and continuous filling as the main site of higher educational establishments, and sites of faculties; - printing of advertising brochures and flyers, as well as souvenir products with educational institution symbols (pads, pens, cups, t-shirts, stickers, etc.).

The end of the table 1

Type of promotional activities	Main events
Vocational guidance activities	<ul style="list-style-type: none">- open door days at the educational institution and in other places (parks, squares, shopping malls, etc.);- mass sports events involving students of university and schoolchildren, other residents of the city;- holding fairs, festivals, holidays, various charitable events;- vocational guidance visits to schools, colleges of Odessa and other cities and villages of Ukraine;- master classes;- organization of educational events, such as olympiads, preparation for external independent testing, contests, seminars, lectures, practical classes, round tables, conferences for teachers of schools and lyceums, colleges.

In order to create an effective advertising base of universities it is necessary to carry out a detailed and in-depth market analysis. It's also necessary to take into account all the specifics of not only the higher educational institution, but also the current economic, political and social conditions of the country. Only a complete marketing analysis will allow you to create an advertising product that will become the main source of information for entrants.

References:

1. Вища освіта в Україні у 2017 році / під. ред. О. О. Кармазіна / Державна служба статистики України. – Офіц. вид. – К.: Держаналітінформ, 2018. – 298 с.
2. Кордзая Н.Р. Маркетинг у сучасній освіті // тези доповідей Маркетингове управління конкурентоспроможністю: мат. VII Міжнар. науково-практичної конф. молодих вчених і студентів. – Дніпропетровськ, 2016. – С.71-72.