

**MARKETING COMMUNICATION ANALYSIS OF THE BELARUSIAN
EDUCATIONAL INSTITUTIONS**

**Храбрая Алиса Сергеевна,
Сорокина Алла Ивановна, к.п.н., доцент,
Белорусский национальный технический университет
Khrabraya Alisa, rokkadream@gmail.com
Sorokina Alla, PhD, Associate Professor, allasorokina@bntu.by
Belarusian National Technical University**

Annotation. The main aim of marketing related activities in educational institutions is to raise the recognizability of the facility and attract new students. To measure the productivity of any marketing method in this sphere it is best to analyze the number of new students attracted during the marketing campaign.

Keywords: marketing related activities in educational institutions, marketing communications, marketing strategies.

In the article the work of the Marketing Service Department of the Faculty of Marketing, Management, Entrepreneurship (FMME) of Belarusian National Technical University was analyzed. Its main marketing related activities are the following:

- career guidance in schools;
- participation in education related expositions;
- holding “FMME Schools” on the base of the faculty;
- participation in BNTU Open Days and holding several FMME Open Days a year;
- publishing faculty advertisements in media and external sources (social media, metropolitan, newspapers etc.);
- developing printed products and booklets containing information about FMME;
- publishing news about the faculty and its’ students on media sources (VK, Instagram, Telegram etc.);
- tracking news of the competitors (Belarus State Economic University, School of Business of Belarusian State University);
- freshman surveys related to sources of information about the faculty.

A number of activities influencing the results of marketing communications that are not generally associated with marketing activities are related to the internal events of the faculty. It is important to hold high quality events among the students of educational establishment as their feedback on student life is often vitally significant to the potential enrollees.

Several methods of analysis were implemented to determine which marketing related activities of the faculty proved themselves to be the most efficient.

Firstly, the survey was conducted among the 226 freshmen of the FMME to determine how they found out about the faculty. 67% of the sample were female representatives and the other 33% were male. The first question of the survey was “How did you find out about the Faculty of Marketing, Management, Entrepreneurship?” and implied choosing one of the following answer options:

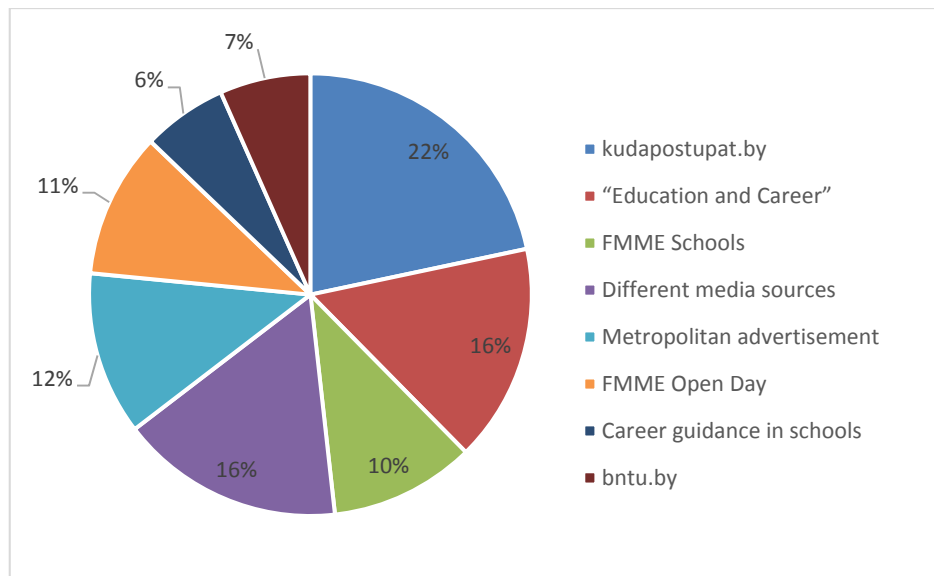
- Friend/relative advice;
- kudapostupat.by (education related web-site);
- “Education and Career” exhibition;
- FMME Schools;
- Different media sources;
- Metropolitan advertisement;
- FMME Open Day;
- Career guidance in schools;
- bntu.by (the main BNTU web-site).

If choosing the first option the person was to answer the second question of the survey “How did you, friend/relative find out about the FMME?”. This question was implemented to get more specific data about the sources where people generally see information about the faculty for the first time and get rid of lots of indefinite answers. The summary data on all answers to the both survey questions is shown below in Table 1 and on the diagram in Picture 1.

Table 1. – Summary data on the survey

Answer option	The number of people selected the option, ppl
kudapostupat.by (education related web-site)	49
“Education and Career” exhibition	36
FMME Schools	24
Different media sources	37
Metropolitan advertisement	27
FMME Open Day	24
Career guidance in schools	14
bntu.by (the main BNTU web-site)	15

It is evident that the most effective marketing related activity according to this research has proven to be publishing faculty advertisements on education related websites such as kudapostupat.by – this answer option was chosen 49 times or by 22% of the sample. Participation in education related exhibitions (“Education and Career”) has also proven to be effective as well as publishing information about the FMME on media sources. Activities that are hold on the base of the faculty (FMME Schools, Open Days and career guidance) were chosen summarily by 27% of the sample which makes the complex of faculty’s own events the most efficient method of FMME’s marketing communications.



Picture – Summary diagram on the survey

Secondly, the PEST (political, economic, social and technological analysis of a company) and SWOT (strengths, weaknesses, opportunities and threats analysis) analysis methods were implemented to see which marketing strategies used by the studied educational establishment are the most effective and which new processes must be introduced. It is better to combine these two methods as the PEST concerns only the external aspects of a company's environment while adding the SWOT analysis makes it possible to raise the analysis's efficiency by minding the internal environmental aspects as well.

The following conclusions were made through these methods:

- Mastering new media platforms would be a wise marketing strategy for the studied educational establishment as the significance of media sources is rapidly growing among the target audience (young people of 16-21 years). It would also be beneficial to study popular trends among the young to implement them into advertisement and FMME's brand as it would make the faculty really stand out among the competitors.
- Documenting the branding style of the establishment would set standards for its advertisement, booklets and printed products making it uniform and recognizable to the members of the target audience. Moreover, it would be helpful to potential new staff of the faculty responsible for designing named aspects as they would be provided all the necessary attributes from the start.
- It would be beneficial to master new remote education tools due to the pandemics. The significance of the remote education has grown massively lately, so more and more programs and platforms for remote education, work and scientific research are being created.
- Due to the inflation (7.4% in 2020 in Belarus) and the increase of education costs target audience members' purchasing power decreases, so it is vital to keep their interest by promoting the existing education discounts and other bonuses for students.
- Regulating the educational program is necessary to gain an advantage among the competitors. Introducing the creative approach not only in economical disciplines but in the engineering, ones as well would strengthen enrollees' interest to industrial enterpris-

es (which might increase the popularity of choosing those facilities for their future jobs).

- Cooperation with more state and private enterprises as well as with IT-companies and advertising agencies would give university graduated more options to choose their future job from, especially those who study on the budgetary form of education. The necessary 2-year work off after the budgetary education often intimidates the enrollees, so it would be a good strategy to widen the range of companies to complete the work off.

Thus, the marketing activities of Faculty of Marketing, Management, Entrepreneurship of Belarusian National Technical University were analyzed by several methods to have a clear vision on which of its marketing strategies are the most efficient and which new aspects must be implemented. Although the results of this research concern the studied faculty, those can be applied to any other educational establishment to study the effectivity of its marketing communication methods.