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ROLE OF SOCIAL MEDIA IN MODERNIZING EDUCATIONAL MARKETING

This research explores the transformation of the marketing landscape in educational institutions amidst the challenges posed by the information age. It delves into the dual aspects of mediatization-space and interaction-highlighting the integration of distance learning technologies and interactive tools that enhance the educational experience. The study underscores the importance of media branding in crisis management, detailing the use of robust websites, webinars, and social media marketing to effectively engage target audiences. Furthermore, it addresses the necessity for internal modernization, including the automation of management systems and the strategic use of social media for information dissemination. Various marketing technologies, such as viral marketing, internet marketing, CRM, and integrated marketing communications, are discussed as pivotal in developing a resilient marketing environment.

Keywords: educational marketing; mediatization; media branding; social media marketing (SMM); digital transformation.

In the contemporary era, the marketing landscape is undergoing a significant transformation, driven by rapid advancements in information technology and the proliferation of digital media. This transformation presents both opportunities and challenges for businesses striving to connect with their target audiences in an increasingly complex and fragmented media environment. As information becomes more abundant and accessible, the way consumers interact with brands and make purchasing decisions is evolving, necessitating new strategies and approaches in marketing.

Education plays a pivotal role in equipping marketers with the skills and knowledge needed to navigate this dynamic landscape. As the industry evolves, so too must the educational frameworks and curricula that prepare future marketing professionals. This research explores the



intersection of marketing transformation and education, examining how educational institutions can adapt to meet the demands of an information-rich, rapidly changing market.

The primary objective of this study is to investigate how the marketing landscape has transformed in response to informational challenges and to assess the implications for marketing education. By understanding these shifts, educators can better prepare students for the challenges they will face in their professional careers, and businesses can leverage these insights to develop more effective marketing strategies.

In this research, we will review the current state of the marketing landscape, analyze the impact of information technology, and discuss the role of education in preparing marketers for the future. Through a comprehensive literature review and empirical analysis, we aim to provide actionable insights and recommendations for educators, students, and marketing professionals alike.

Externalities reflect both positive and negative impacts, where negative risks can be balanced by a successful marketing strategy. However, the field of education is considered one of the most conservative in society. It was only with the advent of the digital era and the emergence of Web 2.0 that transformation began [6]. This process is based on digital and network technologies, which have caused the fastest, most radical, and large-scale changes in the economy and social sphere, particularly in education.

In the educational sphere, the most important shift is the transition from exclusivity, elitism, and limited forms of acquiring knowledge and information to general accessibility and diversity of forms of interaction among all participants in the educational process, as well as the personalization of learning [2].

Materials and Methods. This research is based on a comprehensive study of the modernization process of the marketing environment in the education sector under the conditions of informational challenges. A multidisciplinary approach was employed, which included literature review, statistical analysis, and empirical research.

The literature review enabled the identification of key concepts and theoretical frameworks related to the transformation of the marketing landscape and its implications for education. Statistical analysis was used to examine trends in education and marketing, providing quantitative insights into the changing dynamics of the sector. Empirical research was conducted to assess the impact of informational challenges on the marketing environment within educational institutions. This

involved collecting and analyzing data from various educational entities to understand how they are adapting their marketing strategies in response to these challenges.

By integrating these methods, the research aims to provide a holistic understanding of how the marketing landscape in education is evolving and how institutions can strategically navigate these changes.

In the realm of education, the concept of mediatization unfolds in two primary directions, each pivotal in reshaping the educational landscape amidst contemporary informational challenges. The first direction involves the mediatization of space, marked by the integration of novel technical and informational tools such as distance learning technologies. These advancements not only expand educational accessibility but also redefine traditional learning environments.

The second direction, mediatization of interaction, emphasizes the utilization of emerging information technologies to enhance engagement between educators and students. Tools like interactive whiteboards and projectors facilitate dynamic and immersive learning experiences [1]. These innovations foster a more interactive and collaborative educational environment, transcending the limitations of traditional classroom settings.

However, amidst these informational externalities, educational institutions face the imperative of crisis management, wherein media branding emerges as a crucial element. Media branding entails a strategic suite of activities aimed at promoting an educational institution by disseminating information, not merely focusing on product or service promotion. Key instruments of educational service media branding include robust websites, the utilization of remote communication technologies (e.g., webinars), and strategic marketing via social media platforms.

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Most educational institutions use their websites as the primary tool for promotion. However, the effectiveness of this approach depends on meeting certain requirements and standards both domestically and internationally. Internet marketing in higher education is often oriented towards the institution's position in global rankings, such as Webometrics [6], which analyzes the online presence of universities. Low rankings for Ukrainian institutions can be attributed to factors like the presence of multiple web addresses, low activity levels among staff regarding site maintenance, and other issues.

Attracting the target audience to an educational institution's website necessitates implementing search engine optimization (SEO), a critical factor in ensuring site visibility [5]. Effective SEO practices enhance the discoverability of the institution's online presence, thereby improving its reach and impact.

By leveraging these tools effectively, educational institutions can not only navigate the complexities posed by informational challenges but also strengthen their presence and engagement in a digitally mediated educational landscape.

A critical tool for promoting educational services in the digital age is social media. A significant portion of the target audience actively uses social networks, making social media marketing (SMM) an effective strategy for attracting potential consumers of educational services. SMM involves conducting advertising campaigns within social networks and communities without intermediaries such as advertising agencies or contextual advertising systems. By directly reaching out to interested

audiences with commercial offers, institutions can tailor their marketing efforts to specific demographics, utilizing precise and efficient promotional methods.

Effective media communication by an educational institution involves the exchange of information between the institution and its target audiences. The content and format of this communication should align with the needs of the target audience while achieving the institution's goals. Organizing communication with the market employs various tools and functions with diverse structures [1].

Modernizing the marketing environment of an educational institution is influenced by various threats that impact its stability and competitiveness. These threats can be categorized into several levels:

1. **Leadership and Policy Misalignment:** Discrepancies between the positions of educational institution leaders and policymakers can lead to funding issues, jeopardizing the implementation of development strategies.
2. **Lack of Clear Development Strategies:** The absence of well-defined strategies and unstable funding complicates the planning and execution of marketing initiatives.
3. **Low International Activity and Practice-Detachment:** Insufficient international engagement and a gap between academic learning and practical application can erode competitiveness in the global market.
4. **Quality Decline Compared to Developed Nations:** A decline in educational quality relative to developed countries can damage the institution's reputation.
5. **Poor Graduate Preparedness:** Inadequate preparation of graduates can diminish their competitiveness in the labor market.
6. **Lack of Institutional Development:** The absence of development initiatives and insufficient competitiveness can result in a loss of students and financial difficulties.
7. **Insufficient Competitiveness:** Overall lack of competitiveness can undermine the institution's position in the education sector, leading to long-term challenges.

Navigating these threats requires strategic alignment, robust development plans, and a focus on quality enhancement to maintain and improve the institution's competitive edge.

Leveraging social media for educational marketing offers immense potential for direct and effective engagement with target audiences. However, institutions must also address internal and external threats to ensure stability and competitiveness. By aligning leadership strategies,



securing stable funding, increasing international activities, and enhancing the quality of education, institutions can navigate the complexities of the modern educational landscape and strengthen their market position.

Conclusions. For the successful operation of educational institutions in the era of the information society, the modernization of the marketing environment is crucial, encompassing both external and internal aspects. External modernization is characterized by media branding, which is implemented through the development of a website, conducting webinars, and maintaining an active presence on social media. The internal environment includes the automation of management systems via the website, the use of information and communication technologies in the educational process, and leveraging social media as a primary tool for information channels.

The development of the marketing environment is achieved through the implementation of various marketing technologies such as viral marketing, internet marketing technologies, CRM (customer relationship management), trade marketing, integrated marketing communications, and cross-marketing.

Moreover, for the effective development of an educational institution, an innovative structure, the assessment of informational risks, and the analysis of potential crisis situations that may arise within the institution are essential.

By adopting these strategies, educational institutions can enhance their operational efficiency, improve their market presence, and ensure resilience against the dynamic challenges of the information age. This multifaceted approach not only strengthens their competitive position but also fosters an adaptive and forward-thinking educational environment.

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РОЛЬ СОЦІАЛЬНИХ МЕДІА В МОДЕРНІЗАЦІЇ ОСВІТНЬОГО МАРКЕТИНГУ

У статті досліджуються шляхи трансформації маркетингового ландшафту в закладах освіти із врахуванням особливостей інформаційного суспільства. Дослідження реалізується в двох площинах медіатизації – простір і взаємодія – підкреслюючи інтеграцію технологій дистанційного навчання та інтерактивних інструментів, які покращують освітній процес. Стаття підкреслює важливість медіабрендингу в антикризовому управлінні, детально характеризуючи використання вебсайтів, вебінарів і маркетингу в соціальних мережах для ефективного залучення цільової аудиторії. Крім того, досліджується необхідність внутрішньої модернізації, включаючи автоматизацію систем управління та стратегічне використання соціальних медіа для поширення інформації. Різноманітні маркетингові технології, такі як вірусний маркетинг, інтернет-маркетинг, CRM та інтегровані маркетингові комунікації, визначаються як ключові в розвитку стійкого маркетингового



середовища. Дослідження також аналізує потенційні загрози стабільності та конкурентоспроможності, такі як неузгодженість лідерства та політики, відсутність чітких стратегій розвитку, низька міжнародна залученість та погіршення якості порівняно з розвиненими країнами. Оцінюючи ці загрози та пропонуючи інноваційні структури та стратегії управління ризиками, дослідження має на меті забезпечити комплексну основу для освітніх закладів для підвищення їхньої присутності на ринку та ефективності роботи. Таким чином, це дослідження підкреслює вирішальну роль адаптивних маркетингових стратегій у забезпеченні стійкого успіху та конкурентоспроможності освітніх закладів в інформаційному суспільстві. Дослідження підкреслює значення адаптивного підходу в маркетинговому плануванні, що дозволяє закладам освіти залишатися конкурентоспроможними на глобальному ринку. Завдяки використанню аналітики даних для прийняття обґрунтованих рішень та впровадженню інноваційних інструментів управління, заклади освіти зможуть не тільки підвищити свою привабливість для цільової аудиторії, але й забезпечити довгострокову стабільність та зростання.

Ключові слова: освітній маркетинг; медіатизація; медіабрендінг; маркетинг у соціальних мережах (СММ); цифрова трансформація.

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