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THE INTEGRATION OF THE MARKETING COMMUNICATIONS AND THEIR ROLE IN THE SUCCESSFUL DEVELOPMENT OF AN UNIVERSITY

Abstract

Nowadays, there is only a small amount of companies that do not use marketing communications in their activity. Without them, the company becomes as if "deaf and dumb". The impossibility of communication, of the maintenance of an effective dialogue with the target- audience, of the receiving of a qualitative feedback, makes the company product unknown, and so unnecessary. For the product to be known there is a need to tell about it, to tell to the potential interested people, in other words, with the target audience, in an accessible and clear language.

The expansion of the educational technologies and of the new approaches in the area of education makes it necessary to be advertised and to make their recognition higher. Due to this, the importance of the communicational policy of the educational institutions is an essential element in their development process.

Keywords: *marketing communications, education, higher education, university communications, integrated marketing communications, the program of marketing communications.*

Some are born great, some achieve greatness, and some hire public relations officers.
(c) Daniel Boorstin.

1. Introduction.

This article dwells on the common characteristics of the integrated marketing communications system for the educational services. The conclusions about the effectiveness and advantages of implementing of the integrated marketing communications system for different types of consumers of educational services express the prospect of using this instrument in the colleges.

2. Materials and Methods.

Quantitative methods, regression analysis, case studies, surveys, experiments.

3. Results – Discussion.

Marketing communications represent a process of transmission to the target audience of messages about the product. The informational messages are the main link, core and sense. Because of this, they have to be laconic but in the same time substantial. All of us know that firstly, the consumer is interested in the product, its properties, qualities, features and after that its price and other substantial market information. This information, along with marketing communications and means of expanding the information about the product compose the marketing-mix. Communications show important peculiarities of other three components that compose marketing-mix, beside the marketing communications themselves, and so increasing the interest of the consumers of the product or service.

Any types of marketing communications include five mandatory components:

- Customers' conviction;
- Aim of communications;
- Contact places;
- Participants;
- Different types of communicational activity.

The conviction and informing of the customers is one of the most important tasks in marketing communications, because this is directed to provide customers with necessary information about the product or service in order to change the attitude and behavior of the customers.

Also, the marketing communications are created to realize certain aims, included in the communicational program of the organization. More often one of these aims is to introduce the product or service on the market.

To establish contact with the target audience is easy, if one knows the places of its usual concentration. To determine these places is the task of marketing research. The places of contact with the target audience may be very various, unusual, personal or public etc. On one hand, the marketing specialists can plan the contacts with the audience, as well as methods and ways, on the other hand – the contacts may be unplanned. In order to get a bigger effect when influencing the audience, the problem of determining the contact places is necessary to consider as an important part of the marketing program.

The participants of the marketing communications process consists of two parts. The first are the potential consumers, the target audience, clients, and the second- persons that contribute to the company's promotion success (PR managers, marketers, advertisers and other employees of the company). The qualified approach in the integration of the marketing communications in the educational institution means to have qualified specialists in this area.

Today, the marketing communications addresses are so various, that picking out one type is difficult, but it is necessary to do, as dispersing to multiple communications' types is not correct and there is a risk of transforming the informational address in a regular spam. The using process of marketing communications can work on a program worked out earlier and on an unplanned program too. The methods of planned addresses to the target audience of a higher education institution (HEI) have their own characteristics and peculiarities. The most suitable tools for this are the following:

1. The advertisement, as a payable form of communications that is directed as to a wide range of persons (TV advertisement), as personalized form (e-mail newsletters). The advertisement of a higher education institution represents the information about HEI that is spread by any media. Such type of information includes data about the educational services, studying conditions, financial components and is meant to a wide range of persons, forming and supporting their interest towards the college. The advertising addresses of the educational institutions, as a rule, are standard. However, the optimal option of an advertising message is the one that combines the meaning and creativeness, artistic and peculiar solution of presenting the information. There are different types of advertisement suitable for a HEI-media, press, souvenirs, internet-advertisement, exterior etc.

2. Stimulating the sales by various marketing tricks, that increases, for a period, the interest in the product. These tricks are unsteady and are aimed to form an interest towards a known product, or to increase the recognition of a new product (testers, vouchers, stocks).

3. Public relations have the leading place among the means of marketing communications. In some organizations there are created PR departments in order to coordinate the actions of creating a favorable image of the product in the perception of the target audience and the company's staff. PR realizes itself not by the amount of sales, but by publications, addresses, advertisement in media. Public relations. PR activity, direct bilateral communications with the consumers or with the society can also set a relation with the consumers. A.P. Pankruhin considers that «public relations are an action of establishing a mutual understanding and benevolence between the person, company and other people, groups of people or the whole society; by means of the social reaction, aimed to get a mutual understanding, determining and forming of general ideas, values, interests and preferences based on authentic and ample information» (A.P. Pankruhin, 1995, p. 25).

Another author, E.A. Ganaeva determines public relations as a type of marketing communication, directed to achieve a high level interaction (social partnership, collaboration) with different levels of society in order to increase the competitiveness of the educational institution. In public relations, special action means every action meant to improve the reputation and create a positive

image of HEI. «Special events are specially organized events for achieving the marketing, information or image purposes» (E.A. Ganaeva, 2004, p. 86).

Public relations are necessary in the process of building a positive opinion of the society. The substance of PR activity of a HEI is to create strong positions of HEI on potential markets. «The technological scheme of action in the building of social opinion is a line of consecutive actions: manifest itself – catch and keep the attention – evoke interest – eliminate pressure and mistrust – form a positive image – initiate a desire – induce the society to the action the HEI wants – improve the image of the institution (increase the rating)» (E.A. Ganaeva, 2004, p. 67). Possible means of PR, that are suitable for a HEI, may be: day of open doors; organizing a discussion on a problem, open for press; contest (competition, tournament); round table; master class; active involvement in the actions of public organizations, associations or creating of such within the institution; presentations (of educational programs); press-conferences; briefing; special prizes; seminars, assemblies; online-conferences; teleconferences; public addresses, including talk-shows; excursion to the HEI; experiment and its publicizing in media; a book for remarks and proposals; a ball, or another special event (with invitation of VIPs and media) etc.

The accent of these PR is based on the emotional tools, when corporative messages are hidden (so called 25th shot) and are introduced in the program of the event, its atmosphere. In this way, the promotion is done indirect, correct and without using direct advertising. The corporative information is better kept in mind on the emotional level, when the target audience is a participant of such notable, interesting and colorful events. Such events leave a positive emotional impression and remain for long time in the mind. HEIs have a line of traditional events, such as: Day of Knowledge, Student Initiation Day, Prom or Freshman Holiday; Day of Tatiana; Diploma Awarding etc. The list of the events may be enlarged basing on the common calendar holidays (Lawyers Day, HR Day, PR-Specialist Day, IT Programmer Day, International Tourism Day, Advertisement Worker Day, Accountant Day, Bank Employee Day etc.), but it is important to elaborate some personal creative ideas to organize these events and make it a feature of HEI.

Special events of HEI will add a personal touch and will make the corporative culture stronger. Special events may be considered: professional contests, meetings with famous representatives of the profession etc.

PR events must accomplish within a HEI some functions: strengthen HEI from the interior; create a «team» of like-minded persons, that works in the frame of common aims and interests, being aware of its unique place in organization system and feeling the friendly and professional support of the colleagues; increase positive fame of HEI in wide areas of society.

4. Direct marketing – gives consumers the possibility to get easily the information about the product in a personal way by letters, newsletters, subscribing for the catalogue of production etc. On educational services market the interpersonal communications have a special place, as it increases the level of trust between educational institution and consumers of educational services. Nowadays, the global informatization and the processes of internationalization caused a wide use of direct marketing in the sphere of education. For the educational institution may be used various directions of direct marketing: marketing of direct sales, direct-marketing, postal delivery of advertising prospects, proposals, information on the phone.

Apart of it, when carrying out the services, relationship marketing plays works as a system directed to set lasting and constructive relations with potential buyers and represents an effective way of getting trust from the HEI clients. «Possible measures of relationship marketing development: determining the main necessities, which are firstly tackled by the relationship marketing; appointing a special manager for working with each consumer; preparing prospect and existing plans for working with the clients etc.» (V.D. Tsareva, 2009, p. 63).

5. The personal sale- the most effective tool of the marketing communications, which, however, does not exclude the human factor. On one hand, this can play a positive role, on the other hand – negative, that is influenced by individual peculiarities of the person. Examples of establi-

shing personal contacts may be, telephone talk, the direct sale of the product, consultancy services etc.

6. The display means of communications. Another tool of marketing communications is considered special means for sale stimulation or display means on the sale places. This implies using the means that deliver display materials for universities – this is the creating an atmosphere, physical environment by carrying out the educational services, materialization of educational space.

7. Packing of the products has an important role as a carrier of marketing message, beside its main functions. «The notion «product packing» is reflected in the marketing dictionary and consists of designing the service in such way that it would be alike with the physical product and by this-increasing the conversion to purchases».

8. The fair and exhibition activity of HEI became a wide- used mean of promotion and a mean of communication with potential consumers. The exhibitions attract a large and various audiences, helping the HEIs to evaluate their successes on the market of educational services in comparison with the competitors, to establish productive business contacts, to know about new trends, currents in the educational sphere, teaching activity and so improve the process of transmitting the knowledge.

9. Sponsorship – it is a way to support financially some events, other organizations, business etc., and get the right to establish with them a special relationship. The sponsor activity helps to increase the esteem of the organization and forms a positive image of consumers and staff about its activity.

10. Customer service is a comfortable way of maintaining the connection with the clients after providing services or selling the product. In the frame of customer service, in spite of its basic purpose (satisfaction of needs), may be held various marketing researches.

11. Representation of HEI in the Internet is the most popular method of marketing communications today. «Electronic communications of HEI include minimum four directions of activity: creation and management of corporative HEI website; organizing of advertisement campaigns in the Internet; cooperation and sharing different kinds of information in the sectorial portals; work with blogs in the frame of social networks» (E.A. Kaverina, 2007, p. 20). It is true, an up-to-date, well-designed website of an educational institution is a whole communicational structure, directed to link all the levels of exterior and interior interactions with their representation in the Internet. The university website must be ergonomic and meet all the requirements of modern web-design developments- perception, navigation, easy in use, memorable style that puts an accent on individuality and uniqueness. For an effective organizing of this type o communications, the work of the site must be controlled and coordinated by IT-specialists with participation of the university's staff-teachers, deans, and heads of the chair.

Educational services marketing is very specific not only because of the methods used in the process of communication with the target audience, but also because of the fact that market of educational services is young and marketing channels, means of connection with the target audience id in the stage of development and forming.

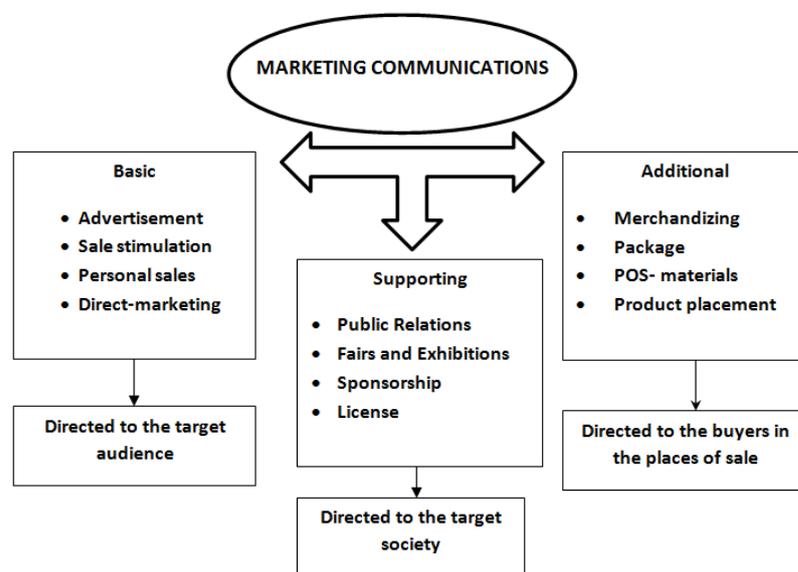
It is also needed to pay attention on unplanned marketing addresses, which have, sometimes, a negative character- an unfriendly service of the staff, unsightly car for delivering the product, uncomfortable location of the office or points of sale etc. These negative unplanned messages have the strongest influence on the consumers in comparison with aimed marketing communications.

The integration process of marketing communications in the sphere of education is one of the most important aims of development a contemporary HEI. Not so long ago Higher education Institutions had no need in promotion, because there was not such a stiff competition, and some of them where monopolist at all. The present-day reality set new conditions, in particular the necessity of designing a strategy and marketing communications with the target audience programs. Thought relationships with the society are the most important factor of the HEI successful development.

Marketing technologies must be joined in one system of strategic actions (the program of marketing communications, integrated marketing communications). The integration and joining the communicational technologies specially intensifies the effect and increases the results.

The promotion of services, in particular, educational services, has its own peculiarities comparing with promotion of products. One of the most significant peculiarities of the educational services is its weak tangibility. Also, among the peculiarities are the service providing duration, the service quality evaluation happens not in the time of providing the service, but later, after the process of education.

Basing on the research and analysis of the existing practice in using various tools of marketing communications, one can conclude that for education institutions there are needed special marketing tricks and connection with target audience. One of the latest trends in this field is integrated marketing communications (IMC). «Integrated marketing communications are a joint strategy and system, which joints the participants, channels, modes and style of HEI corporative communications in achieving the marketing, image and reputation goals» (E.A. Kaverina, 2007, p.31). «The word “integrated” itself supposes a complex of various methods: organizational, technical, economic, and informational» (E. Abramyan, 2001, p. 19).



Picture 1 - Complex of marketing communications

As determined the American Association of Advertising Agencies, the complex of marketing communications is a concept of planning that comes across the necessity of the strategic role evaluation of some particular directions in advertising, stimulation of sales, PR etc. and the optimal combination in providing clearness, succession and search of communicational programs influence maximization by consistent integrations of all the addresses. This definition reflects the sense of integrated marketing communications (IMC), which include a whole specter of means, communication and connection with target audience modes.

Blum gives another definition IMC – «integrated marketing communications is a concept according to which the company examines and coordinates thoroughly the work of its multiple communication channels – advertisement in media, personal sales, sales stimulation, propaganda, direct marketing, product package and others- with the purpose of elaboration of a clear, successive and convincing image of company and its products» (M.A. Blum, 2006, p. 43).

A more accurate definition is given in the monograph of one of the founders of IMC theory Paul Smith in his work «Marketing Communications. Integrative successes»: «Interaction of all the forms of the communications complex, where each form of communication must be integrated with other marketing tools and attached by them in order to achieve the maximum economic effectiveness» (M.A. Blum, 2006, p. 45).

It can be said that IMC is a combination of all the BTL (below the line) and ATL (above the line) technologies, direct marketing and technologies used in building personal relations with target audience. The integrated marketing communications are a method of joining all the tools of marketing communications, in such a manner that the substantial message from all the positions would get straight to the audience. By this, all the tools, used in the marketing communications, are working in the complex (integrate themselves, combine themselves) in order to achieve a better effectiveness. Also, in IMC are taken into account the time and interests of the consumers in such manner that is comfortable for consumers to get acquainted with the product of organization.

Among the principal trends in communication, that can be used by HEI in planning the integrated marketing communicational program may be:

1) Unipersonal brand or a brand similar to a human being. The existence of humanitarian aim underlines the brand from other similar brands and bonds it to the consumer. Educational services have from the very beginning a humanitarian aim- to illuminate the society, to increase the intellectual level and it is always in trend and interesting. To be educated and to be modern are synonyms. It should be the main pillar in the branding of HEI services.

2) Realizing the marketing communications of HEI and clients with the use of personal data, based on the analysis of this data.

3) Clip visual thinking; merely contemporary people are more sensible to the visual content.

4) Emotional communication with consumers, as in the century of high technologies it is difficult to keep the communication, filled not only by information but also by feelings. To see in the consumer not only a buyer or client, but a individuality makes it possible to take into account not only his/her superficial needs, that are said, but also those that are hidden.

4. Conclusions.

IMC is seen as a complex concept that helps to realize economic activity of the enterprise aimed to provide the norms of incomes and capitalization of the company. Marketing communication means the technology and tools of marketing that facilitate the communication with concrete target segments of the market and in the same time with the audience aimed to achieve the tasks of the chief subject on the market, in our case-HEI.

Namely integrative processes of various marketing communications form IMC as a whole system of HEI activity that is oriented to get a maximum economic and social profit from the available (and prospect) sources; synthetizing different marketing tools and principles of managing the communicational processes.

The main task of the communicational activity of HEI in the frame of integrated marketing communications are the increase of technical-economic indexes and a more effective work of the education institution aimed to achieve the general marketing strategy. To realize this task is needed a close interaction of the educational institution's staff, a good communication within the HEI and a huge stock of different methods of elaboration and maintaining the communication with the exterior (IMC program).

The specific of the educational services not only creates conditions of a unique sale proposal and a concept of promotion on the market, but also implies the creation of working communications- address to each prospect consumer till the distribution system. So, the brand is a product with a non-fictional artificial history, legend, but with a real and concrete marketing communications.

A well-planned combinations of different means of marketing communications (IMC) gives a better effect that a simple composition of separate communicational tools for promotion of the HEI. Designing an integrated communications program, HEI must watch and assure that the component elements and tools were realized from one point of view and all the messages are in the frame of the same brand concept of educational institution.

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ТРИФОНОВА, Л.И.

МАРКЕТИНГТІК КОММУНИКАЦИЯЛАР ИНТЕГРАЦИЯСЫ ЖӘНЕ ОЛАРДЫҢ УНИВЕРСИТЕТІНІҢ ТАБЫСТЫ ДАМУЫНЫҢ РОЛІ

Қазіргі уақытта, олардың қызметінде маркетингтік коммуникацияларды пайдалануға болмайды компаниялар ғана шағын сома бар. Онсыз, компания «саңырау және мылқау», егер айналады. сапалы кері байланыс алу мақсатты аудиториямен тиімді диалог, қамтамасыз ету байланыс мүмкін еместігі, белгісіз, сондықтан қажетсіз компаниясы өнімді құрайды. өнім мақсатты аудиториямен, басқа сөзбен айтқанда, әлеуетті қызығушылық білдірген адамдарға айтып, бұл туралы айтып қажеттілігі қолжетімді және түсінікті тілде, бар белгілі болуы үшін.

Білім беру технологиялары және білім беру саласындағы жаңа тәсілдерді кеңейту жарнама-ланады және олардың тану жоғары жасауды қажет етеді. Осыған байланысты, білім беру ұйымдарының коммуникациялық саясатының маңыздылығы олардың даму процесіне маңызды элементі болып табылады.

Мақаланың мәнін ашатын сөздер: *маркетингтік коммуникациялар, білім беру, жоғары білім, университет байланыс, интеграцияланған маркетингтік коммуникациялар, маркетингтік коммуникациялар бағдарламасы.*

ТРИФОНОВА, Л.И.

ИНТЕГРАЦИЯ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ И ИХ РОЛЬ В УСПЕШНОМ РАЗВИТИИ УНИВЕРСИТЕТА

Редко какая компания сегодня не использует маркетинговые коммуникации в своей деятельности. Без них компания становится словно «глухонемой». Невозможность общения, поддержания эффективного диалога с целевой аудиторией, получения качественного фидбэка, делает продукт компании никому не известным, а значит и не нужным. Для того чтобы о продукте узнали, о нём надо заговорить, причем, с теми, кто в нём потенциально может быть заинтересован, то есть с целевой аудиторией, на языке ей понятном и доступном.

Распространение образовательных технологий, новых подходов в сфере образования вызывает потребность в их продвижении на рынке и повышении их узнаваемости. В связи с этим, значение коммуникационной политики образовательных учреждений является исключительно важным элементом их развития.

Ключевые слова: *маркетинговые коммуникации, образование, высшее образование, университетские связи, интегрированные маркетинговые коммуникации, программа маркетинговых коммуникаций.*