

PECULIARITIES OF MARKETING COMMUNICATIONS IN THE MANAGEMENT SYSTEM OF HIGHER EDUCATION INSTITUTIONS

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Marketing communications play a crucial role in institutions of higher education by facilitating the exchange of information and building relationships with target audiences. They are important for attracting prospective students, promoting educational programs, and building a positive institutional image. Effective communication strategies can enhance the reputation and credibility of educational institutions, leading to increased enrollment and student retention rates [1].

One significant role of marketing communications in higher education is student recruitment. Institutions employ various marketing strategies to reach and attract prospective students. These strategies may include targeted advertising campaigns, digital marketing initiatives, campus events, and personalized communication channels. By showcasing academic programs, campus facilities, student life, and career opportunities, marketing communications create awareness and generate interest among potential students. Moreover, these communications provide vital information about admission requirements, scholarships, and financial aid, aiding students in their decision-making process [2].

Marketing communications also play a crucial role in engaging and retaining current students. Effective communication strategies keep students informed about academic resources, campus events, extracurricular activities, and support services. Institutions employ various communication channels such as websites, social media platforms, newsletters, and campus-wide emails to disseminate information and encourage student participation. Engaging students

through targeted and relevant communications enhances their overall satisfaction and fosters a sense of belonging within the institution [3].

Furthermore, marketing communications in higher education institutions extend beyond student focused activities. These communications serve as a bridge between the institution and the broader community, including alumni, parents, donors, and industry partners [4].

The strategic management of marketing communications involves multiple approaches. These include incorporating participatory communication practices, choosing between standardization and adaptation, aligning marketing and strategic management, emphasizing strategic renewal, considering the marketing mix, integrating strategic marketing approaches with communication practices, focusing on strategic communication, and exploring enterprise-level strategic approaches to managing marketing communications.

References

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