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INTERNET BRANDING OF HIGHER EDUCATIONAL INSTITUTIONS

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Summary. The article deals with the issues of branding and Internet branding of higher educational institutions. Thanks to the rapid development of information technology, there are a lot of ways of communicating with the target audience. The main characteristic of the activity of a modern educational institution in the information community is the effective use of modern information and communication technologies at its disposal. Internet branding is often seen as a means of enhancing the image of an existing brand, which allows not only to attract the attention of the audience, but also to bring the brand to a new qualitative level.

Keywords: branding; high education; Internet; development.

The study of the issue of "branding" of universities is largely problematic, since the scientific understanding of the categorical meaning of the basic concept of "brand", which has a pronounced interdisciplinary status, is ambiguous. Initially, this term was used in marketing and had an appropriate marketing meaning.

The changes in the vectors of strategic university development, the growth of competition in the labor and education market, the widespread use of modern information technologies and means of communication in an emerging modern society encourage higher education institutions to search for new ways to increase competitiveness and create competitive advantages. The solution of this problem is connected with the creation and maintenance of a memorable image and brand of the university. All components of the brand image (location, name, mission, logo, history, legends, prominent personalities, website, etc.) must be used so that the university becomes attractive, arouses interest among target groups and encourages them to take certain actions.

It is absolutely obvious that "a competitive educational institution is an institution whose name is known and distinguished among others; they seek to get a job there and hold a competition to study there, and its head is set as an example to everyone, because this institution provides a stable level of quality of educational services" [1].

Many foreign and domestic universities have realized the need for purposeful systematic work on the formation of a positive image of an educational institution through the use of technologies and marketing tools. Branding is most widely used by them, which is understood as the marketing process for creating, recognizing and increasing the popularity of a brand for consumers. The concept of "branding" in relation to higher education institutions can also be defined as a management process aimed at the formation and development of its special ma-

terial and non-material characteristics that allow it to stand out among competitors, to be unique.

Building an educational brand by a university provides a number of advantages:

- 1) provides a competition for admission, which allows you to accept the most prepared applicants for training;

- 2) provides budget financing;

- 3) allows you to count on the targeted admission and referral of students to study with payment by organizations and companies – future employers of graduates;

- 4) creates wider opportunities for participation in research and social projects carried out at the expense of funds, funds of companies and other extra-budgetary sources;

- 5) facilitates the establishment and ensures the stability of international relations [2].

As for the concept of "Internet branding", an unambiguous interpretation of the term has not been found at the moment. Internet branding (from the English internet branding, e-branding) is a relatively new marketing concept that covers the entire range of activities related to the creation and promotion of a new or existing brand in the Internet space. Internet branding can provide additional opportunities, as the Internet provides us with an unlimited amount of information. In addition, Internet branding provides an opportunity for dialogue with the consumer, establishing feedback [3].

Internet branding is a complex process, but in the 21st century it is more effective than traditional branding. The advantages of its use are laid down: in an instant dialogue with the consumer, in the personification of advertising messages to a specific consumer, as well as in a high degree of usability of the Internet resource.

The maximum effect in Internet branding is provided by a whole range of tools – representation in Internet catalogs, social networks and communities, search engine promotions, contextual advertising, Internet PR, e-mail marketing, online video and audio advertising, publication of analytical or review articles, webinars and virtual conferences and exhibitions etc. [4].

Internet branding is attractive for higher education institutions due to the ability to reach a large and high-quality audience, directly interact with the audience, respond to their needs, and the undeniable advantage here is that the Internet has no geographical boundaries.

Thanks to the rapid development of information technology, there are more and more ways of communicating with the target audience every day. In this regard, the main characteristic of the activity of a modern educational institution in the information community is the effective use of modern information and communication technologies at its disposal. At the moment, universities are increasingly considering Internet branding as a means of enhancing the image of an existing brand, which allows not only to attract the attention of the audience,

but also to bring the brand to a new qualitative level. In addition, the presentation of the university's brand on the Internet and the use of communication channels will help create the image of an innovative university.

The main factor ensuring competitiveness in the modern world is the maximum informing of the target audience. Those universities that will use Internet branding, take into account the peculiarities of the educational institution and the trends in the development of higher education, will be significantly ahead of their competitors, but it remains important to take into account the peculiarities of the educational institution and the trends in the development of higher education.

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