

possible effort to create a favorable image. Today, the following methods of advertising can be distinguished: television advertising, radio advertising, advertising in newspapers and magazines, outdoor advertising, advertising in transport, Internet advertising.

In addition to the above-mentioned methods, Sankina [4] also mentioned public relations, organization and holding of various events, participation in thematic exhibitions, presentations, and fairs, as well as personal sales, which include counseling during the admission campaign and open days [5: 105]. Production of souvenirs with information about educational institutions is widely used (for example, notebooks, pens, flags, mugs, T-shirts, etc.). Selling souvenirs at open days and job fairs helps to achieve a positive effect in the form of attracting the target audience.

RESULTS AND DISCUSSION

In modern conditions, higher education institutions try to attract not only Russian applicants but also people from other countries. For this purpose similar means are used, as well as the distribution of leaflets and flyers in the foreign embassies, national organizations of alumni, cultural centers, diasporas, etc. Posting information about a university, areas of its activities, faculties, etc. on social networks by foreign students and alumni has a positive effect [5].

Over the past 20 years, the methods of interacting with the target audience have changed a lot. In the 1990s, the entire university advertising was printed out and today, it is focused on Internet promotion. At the same time, over the past decade, university official websites have become popular, where anyone can get acquainted with the information about a university, its main mission, management, faculties, and other important areas of the institution's activities.

The tendency to use Internet university advertising exists both in Russia and abroad. The research by O.V. Smirnova analyses in detail the advertising activities carried out by the Polytechnic University of Milan [6]. To promote its services, the university actively uses not only its exclusive official website but also social networks, in particular Facebook, LinkedIn, YouTube, and VKontakte. All accounts are active, in other words, content is regularly updated that attracts the target audience, information is fresh and relevant, etc. This institution is very popular among Italian and foreign students, to a large extent, because the university pays particular attention to advertising.

As for Russia, cooperation with Chinese higher education institutions is of great strategic importance. According to the administration of the Peoples' Friendship University of Russia (RUDN University) office in the People's Republic of China, Russian universities do not use their capabilities to the full extent. Their advertising in China is extremely inactive [7]. In the context of high competition, this leads to the fact that Chinese applicants are reluctant to become students of Russian universities, which are no longer recognized at the international level. On the contrary, American and British universities actively promote their services and brands.

The organization of effective university advertising activities deserves special attention. For this purpose, Kaftandzhiev et al. suggest considering the following conceptual points [8]:

- to choose carefully the key means and methods of communication with potential consumers of educational services, which are not only school graduates, but also people who seek to receive additional vocational education, improve competence and acquire another qualification;
- to approach the content and wording creatively, taking into account country-specific and intercultural characteristics of potential applicants;
- to develop advertising campaign and choose marketing communications according to the analysis of the strengths and weaknesses of a particular university, assess its competitive advantages and potential not only in the regional but also international market and focus on attracting foreign students;
- to use the Internet, including social networks, in advertising activities.

CONCLUSION

In modern socio-economic conditions, universities face a very difficult task. Spiritual, intellectual, and scientific development is completely impossible in a highly competitive environment without activating advertising, which allows one to respond to modern challenges of society, and being in the world rating system. University advertising, along with increasing the efficiency of the provision of educational services and improving their quality, is one of the necessary and priority directions of its functional activity. It should be taken into account that a higher education institution, especially located in a region remote from the federal center, is often a multifunctional organization that is a unique service meeting educational needs. At the same time, other higher education institutions may offer similar educational programs for potential consumers. Hence, the development of the advertising services market becomes a significant part of strengthening the competitiveness of an educational institution. Advertising is of particular importance during admission campaigns. In turn, the use of image advertising tools is one of the stable signs demonstrating the significant position of an educational institution in the region. Therefore, this direction needs to be considered in detail. This is due to the fact that based on the quality of advertising campaigns,

the image of a university depends on its position among competitors at the regional and international levels. The more potential applicants are interested in a particular educational institution and enter it, the more profit it will receive. Profit, in turn, is the key goal of any commercial organization in market conditions.

CONFLICT OF INTEREST

There is no conflict of interest.

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