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EDUCATION SERVICES EXPORT: EFFECTIVE MARKETING STRATEGIES

The assessment of a state takes into account the socio-economic aspects of its development, which, among other factors, is influenced by the export potential of education. This process, which gives foreign citizens the opportunity to study abroad, in particular in Belarus, is one of the key ones, because in this way a state can pursue its geopolitical interests and increase intellectual capital through education as a resource that helps to develop social transformations. According to the statistics [1], about 30,000 foreign students studied in Belarus in 2024, which indicates quite an effective marketing strategy of our state in the context of the export of education services.

Studying this topic is crucial for identifying which strategy is the most effective, which of them will contribute to the growth of crucial indicators.

The purpose of this study is to determine the most effective marketing strategy for Belarusian universities, with a particular focus on the Belarusian State Economic University (BSEU), in the international promotion of education services.

The initial objective was to study the literature on the export of education in Belarus. Then a survey was developed for Chinese students studying at the BSEU to examine their opinions on the university's marketing tactics. After the survey, the analysis

of the collected data was carried out, which in its turn showed how effective the methods of promoting the BSEU are.

The Chinese students gave their opinions on the topical points: the effectiveness of channels for attracting foreign students, the factors of choosing a higher education institution, the issue of insufficient information during the admission process, expectations for studying at the university, the role of advertising, and, of course, the evaluation of marketing materials.

Based on the results of the survey, it was revealed that 80% of the respondents learned about the BSEU from friends or relatives, while the answers 'from social networks' and 'from search engines' account for only 20% and 13% of the votes, respectively. Nevertheless, during the survey it was found that search engines were just as effective as the reviews of acquaintances in finding information about the university.

The most important factors when choosing a university for the Chinese students were the quality of education (53%), international recognition of the diploma (40%), friendly attitude towards foreign students (40%), tuition and accommodation costs (33%).

The survey also showed the main criteria that influenced the Chinese students' choice in favor of the BSEU: high-quality education in economics and business (40%), recommendations from acquaintances (33%), the opportunity to study and practice the Russian language (33%).

The main sources of information about the university for the respondents were the university's website and students' reviews. Considering the aspect of university advertising, the following can be noted: 40% of the participants consider it insufficiently accurate, and the majority (46%) note that it had little impact on their choice of university. In addition, advertising aimed at the Chinese audience seemed inaccurate (47%) and lacking in detail (40%) to the respondents.

Studying the overall picture, it is also worth noting that a large percentage of the survey takers (47%) faced certain disappointments due to the expectations based on marketing materials. However, the high quality of advertising in providing the Chinese students with information about the cultural aspects of studying in Belarus was underlined.

Summing up the results of the research, having the responses of the students and their recommendations for the BSEU on how to improve information about the university for foreign citizens, it can be contended that the Belarusian State Economic University rightfully remains one of the leading universities in the country, providing high-quality education in economics and business, but its marketing strategy can be revised to improve the quality of informing students from other countries by giving more detailed information about students' life.

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