

range of visiting arrangements. In this, as in many other areas, as people in all countries learn how to use the Internet to more effectively carry out international business, a blending of ‘old forms’ of international operations with the power of the Internet is likely to emerge – in contrast to the ”Internet changes everything” approach.

Solovkina, M.
Research supervisor: M. Kitik
ASU (Astrakhan)

SMM USE FOR PROMOTION OF EDUCATIONAL SERVICES (IN THE CONTEXT OF ASTRAKHAN STATE UNIVERSITY)

The relevance of the topic is determined by the rapid increase in the number of social network users which account more than 100 million people. The number of active authors, who have created content public in December 2015, totalled about 37 million people in Russia. Russian users, expressing their position by publishing messages in social media, have generated 588 million messages per month.

The aim of this work is the analysis of modern marketing strategies in social networks in order to determine their effectiveness.

In the course of the study the modern social networks were characterized; the marketing strategies, used by companies in social networks, were analysed and the most effective ones were identified; a number of recommendations for universities, which are going to use social networks for positioning their educational services, were made. Also a social survey among students of ASU were carried out. The activity of the youth in social networks and the use of the university Internet sites, where students learn, were analyzed. The importance of social networks for marketing activities of higher educational institution of Astrakhan (ASU) was shown.

The studies of Vasilets M.I., Skrigun N.P., Liccardi I. and Ounnas A., Boyd D, Miticheva T.I. and Maslova V.S. have shown the importance of social networks in students’ life and learning. They had studied social network profiles of the young people and concluded: social networks help young people to adapt to the modern

society (Miticheva T.I. and Maslova V.S., Ilaria Liccardi, Asma Ounnas, Boyd D) as well as social networking is a great tool for marketing (Vasilets M.I., Skrigun N.P.).

The social poll revealed an activity of the youth in virtual communities online network. The findings suggest the relevance of studying the activity of youth in social networks. In our study the respondents were students of the 1st year of economic specialties of the Astrakhan State University. In total, 57 students took part in the survey. Web-page has been created for the survey, and students were sent out the invitations in social networks to participate in the survey. Based on these results we concluded that social networks are an integral part of the student's life, as well as the fact that universities online social networking platforms do not remain unnoticed among students. We have also been noticed that the students pay attention to the educational programs, which offered by the university, but the vast majority are indifferent to this kind of marketing. It suggests that the advertising campaign is presented as uninteresting, the information doesn't perceive in the right form.

In addition, we have analyzed the social platforms of ASU, namely the four social networks: VKontakte, Twitter, Instagram and Facebook. In these Internet-platforms of social networking sites (mainly, VKontakte) everyone can ask questions anonymously or publish with the signature. Basically questions concern admission, study and social life at ASU. Subscribers share experiences, communicate, acquire new friends. That is why the group administrators should monitor the content and answer all asked questions. Inexperienced applicants, wavering in the choice of university, quite often can find the necessary information from the students and the organizers of the groups. It helps to make applicants the right choice.

Abiralo, D., Bukvalnaya, E.
Research supervisors: L. Bedritskaya, O. Milevskaya
BSEU (Minsk)

NEW TYPE OF ADVERTISING: ADS ON BLOGS

Online advertising is a natural choice for modern businesses, but after the decline of the banner ad, businesses began searching for alternatives. One of them is social