

MARKETING COMMUNICATIONS ANALYSIS OF BELARUSIAN EDUCATIONAL ESTABLISHMENTS

Анализ маркетинговых коммуникаций учреждений образования Беларуси

Although marketing communication activities are as necessary in educational establishments as in any other facility, it is harder to define its effectivity as there's no certain profit sign in the education sphere especially when considering budget form of education. Several methods of analysis were implemented to determine which marketing related activities of the studies faculty proved themselves to be the most efficient and which new procedures must be introduced.

In course of this work the faculty of marketing, management, entrepreneurship (FMME BNTU) marketing department was analyzed. Its main marketing related activities are the following: career guidance in schools; participation in education related expositions; holding "FMME Schools" on the base of the faculty; holding and participating in the Open Days; publishing faculty advertisements in media and external sources; developing printed products; publishing news about the faculty and its' students on media sources; tracking news of the competitors (BSEU, School of Business of BSU). A number of activities influencing the results of marketing communications are related to the internal events of the faculty. It is important to hold high quality events among the students of educational establishment as their feedback on student life is often vitally significant to the potential enrollees.

Firstly, the survey was conducted among the 226 freshmen of the FMME to determine how they found out about the faculty. The survey proved the most effective marketing related activity to be publishing faculty advertisements on education related websites and other media sources, as well as participation in education related exhibitions. Activities that are hold on the base of the faculty (FMME Schools, Open Days and career guidance) were chosen summarily by 27 % of the sample which makes the complex of faculty's own events the most efficient method of FMME's marketing communications.

Secondly, the PEST and SWOT analysis methods were implemented. The following conclusions were made through these methods:

- Mastering new media platforms would be a wise marketing strategy for the studied educational establishment as the significance of media sources is rapidly growing among the target audience (young people of 16–21 years). It would also be

beneficial to master new remote education, work and scientific research tools due to the pandemics.

- Documenting the branding style would set standards for the printed products making those uniform and recognizable to the members of the target audience.

- Due to the inflation (7.4 % in 2020 in Belarus) and the increase of education costs target audience members' purchasing power decreases, so it is vital to keep their interest by promoting the existing bonuses for students.

- Introducing the creative approach would strengthen enrollees' interest to industrial enterprises which might increase the popularity of choosing those facilities for their future jobs. Cooperation with more state and private enterprises as well as with IT-companies and advertising agencies would also give university's graduated more options, especially those who study on the budget form of education.

Thus, the marketing activities of Faculty of Marketing, Management, Entrepreneurship of Belarusian National Technical University were analyzed by several methods to have a clear vision on which of its marketing strategies are the most efficient and which new aspects must be implemented. Although the results of this research concern the studied faculty, those can be applied to any other educational establishment to study the effectivity of its marketing communication methods.

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FEATURES OF WOMEN'S ENTREPRENEURSHIP IN RUSSIA

Отличительные черты женского предпринимательства в России

The goal of this work is to examine the motivations for women's engagement in economic development in the modern world in CIS nations. The position of women in society is fundamentally altering in the context of Russia's current radical public relations revolution, and her social functions are being decided in a different way. Due to the demands of a market economy, a woman is actively involved in a variety of daily activities. The sexual identity issue in contemporary market economic relations is particularly important because women continue to be one of the most important factors in social production in general, as well as because the deployment of women's entrepreneurship creates potential for improving the modern