

UNIVERSITY BRAND AS AN INNOVATIVE TECHNOLOGY

A university's brand is not only its reputation, but also a strategic tool that allows a higher education institution to stand out from competitors, attract students, partners, and investors. In today's conditions of global competition, the brand is becoming an important element of innovative management, which uses modern technologies and approaches to achieve its goals.

In our opinion, when forming and implementing brand policies, educational institutions must necessarily take into account the features of the university's brand, which have the following provisions.

1. *Uniqueness*: the brand reflects the specifics of the university — scientific achievements, cultural heritage, values, unique programs or approaches to education.

2. *Long-term*: Building a brand takes time and constant work to maintain it.

3. *Innovativeness*: the use of modern tools for promotion, such as digital marketing, AI data analysis, and gamification.

Components of the University's Innovative Brand:

- Academic reputation: achievement in science, innovative research that affects society. For example: the Massachusetts Institute of Technology (MIT), known for its technological breakthroughs;
- Quality of education: international programs, double diplomas, the use of innovative teaching methods (VR/AR, e-learning);
- Communication strategy: developing an effective communication strategy that includes the use of social media, websites, promotional materials, and events to promote the brand;
- Brand identity: creating visuals such as logos, colors, fonts, and slogans that reflect the university's values and mission;
- Research and innovation: support for research and innovative projects that strengthen the reputation of the university, making it known in relevant fields;
- Social role: the university as a center for the development of the

region, a generator of innovative startups and technologies. For example: Stanford University and its impact on Silicon Valley.

- Digital presence: strong online brand through social media, websites, educational platforms;

- Community involvement: active participation in local communities and the formation of Partnership Programs, emphasizing the social responsibility of the University;

- Feedback: Gathering feedback from students, faculty, and alumni to improve the brand and adapt the strategy to meet their expectations.

- Interactive virtual tours of the campus that show the life of the university;

- Partnerships: cooperation with international companies, universities and foundations. For example: The University of Oxford has a global network of partners;

- Student experience: the brand is formed by students and graduates who share their positive impressions;

- Innovative approach: development of startup culture among students.

The list of innovative technologies in creating a brand for a higher education institution includes the following.

1. Digital Marketing, SEO, and Content Marketing: Publishing articles, videos, and research that increase the university's visibility.

2. Social media: active presence on platforms such as Instagram, LinkedIn, TikTok.

3. Virtual technologies: virtual tours of campus, webinars for applicants.

4. VR/AR to showcase educational opportunities.

5. Big Data & Analytics

6. Analysis of the behavior of the target audience (students, entrants, parents).

7. Forecasting students' needs and interests.

8. Gamification: creation of educational platforms with game elements to attract applicants.

9. Artificial Intelligence

10. Chatbots for communication with future students.

11. AI to personalize recommendations, such as selecting training programs.

Stages of creating a university brand:

Stage No1. Market and audience analysis: determining the strengths of the university and the needs of the target audience.

Stage No2. Development of a unique brand idea: creation of a slogan, logo, visual style.

Stage No3. Brand integration: use of the brand in all communication channels: websites, advertising materials, social networks.

Stage No4. Brand promotion: involvement of media, partners, alumni in the popularization of the university.

Stage No5. Performance evaluation: measuring brand awareness, analyzing the number of applications for admission.

Here are examples of successful university brands: Harvard University: a benchmark for academic prestige; Singapore University of Technology and Design: innovative education with a focus on design and technology; Kyiv Polytechnic Institute (KPI): a brand in the field of engineering and IT development;

Advantages of a strong university brand:

1. Attracting the best students and teachers.
2. Increased funding through partnerships and grants.
3. Strengthening the university's reputation in the international arena.

Innovative approaches to creating a university brand allow us to achieve significant results and remain competitive in the global market. The formation of the university's brand as an innovative technology is a complex and important process that can affect its image, attractiveness to students and partners, as well as its overall success in the scientific and educational field. A university's brand can be a powerful tool for attracting resources, students, and partners, as well as for improving the quality of education and research.