

BRAND DEVELOPMENT OF AN EDUCATIONAL INSTITUTION

In the modern educational environment, shaped by global competition, digital transformation, and the growing influence of the educational service consumer, the development of an educational institution's brand acquires strategic importance. The brand of an educational institution is not merely a visual or communicative element, but a complex socio-economic phenomenon that reflects the uniqueness, reputation, values, and competitive advantages of the institution. In the educational services market, where prospective students act as active decision-makers, the brand becomes a decisive factor in the enrollment process and in fostering long-term loyalty to the institution. Therefore, the branding process of an educational institution requires a systematic approach that encompasses strategic management, marketing analytics, communication policy, and organizational culture [1, 2].

One of the key principles in brand development is the definition of the institution's value proposition, which should reflect the unique characteristics of its educational offerings, pedagogical approach, research activity, and social mission. The economic essence of this principle lies in the creation of added value for educational services, enabling the institution to differentiate itself in the market, enhance its appeal to target audiences, and ensure stable demand.

Another principle involves the construction of the brand's visual identity, which includes the logo, color palette, typography, design of informational materials, and digital platforms. The economic significance of visual identity lies in ensuring brand recognition, improving communication effectiveness, and reducing promotional costs through the establishment of a consistent image. The visual component of the brand contributes to the consolidation of the institution's internal community, the development of corporate culture, and the strengthening of trust among external stakeholders.

A third principle is reputation management, which entails monitoring public perception, handling feedback, crisis communication, and active engagement with media. The economic essence of reputation management lies in minimizing the risks of trust erosion, maintaining stable demand, and increasing the brand's value as an intangible asset. Reputation serves as an integral indicator of the quality of educational services, the effectiveness of institutional governance, and the institution's social responsibility, making its preservation critically important for long-term development.

The fourth principle is the involvement of internal stakeholders—faculty, students, and administration—in the brand development process. The economic rationale behind this principle lies in enhancing staff motivation, reducing internal communication costs, and fostering organizational identity, which supports the stability and efficiency of the educational process. Internal support for the brand ensures its authenticity, consistency, and resilience to external challenges.

In summary, the development of an educational institution's brand is a multifaceted process that integrates strategic management, marketing, communications, and organizational culture. Its implementation enables the institution not only to enhance its competitiveness but also to ensure sustainable development, efficient resource utilization, and the formation of positive social capital. In the context of contemporary challenges such as digitalization, demographic shifts, and globalization of the education market, the brand of an educational institution becomes a key instrument for positioning, attracting prospective students, and building societal trust. Further research in this field should focus on the development of brand effectiveness assessment models, analysis of the brand's impact on educational outcomes, and exploration of mechanisms for integrating branding into quality management systems in education.

References:

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Perevozova I.V., Doctor of Economics, Professor,
Ivano-Frankivsk national technical university
of oil and gas, Ukraine

METHODOLOGY FOR RESEARCHING THE MARKETING EFFECTIVENESS OF EDUCATIONAL AND RESEARCH- EDUCATIONAL PROGRAMS IN THE CONTEXT OF UNIVERSITY COMPETITION

The higher education sector is rapidly changing under the influence of global challenges, digital modernization, and increased competition between universities of different countries and types of ownership. Modern higher education institutions can no longer rely solely on their history or academic tradition — their attractiveness is increasingly determined by the quality of their marketing decisions, their ability to develop proactively, and their skill in creating educational and scientific products that are relevant to market needs. In this situation, the study of the marketing effectiveness of educational/scientific-educational programs takes on the status of an important scientific and practical tool, allowing universities to adapt to new conditions, improve strategic approaches, and significantly increase their competitiveness.

The methodological principles for analyzing marketing effectiveness involve viewing an educational/scientific-educational program as a complex system where educational content, a scientific component, organizational processes, service support, technological solutions, and reputational parameters are combined.

The effectiveness of such a program is studied not only through quantitative indicators of student enrollment or resource provision levels but also through a broader range of characteristics—behavioral aspects of choosing educational pathways, student satisfaction levels, employer evaluations, the impact of communication channels, the intensity of reputational interaction, and the scientific achievements of