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**MARKETING IN HIGHER EDUCATION:
PROMOTING EDUCATIONAL SERVICES AND PROGRAMMES**

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TABLE OF CONTENTS

ABSTRACT	3
INTRODUCTION.....	4
GENERAL CHARACTERISTICS OF THE WORK	7
CHAPTER 1 THEORETICAL BASIS OF EDUCATIONAL SERVICES AND MARKETING FMARKET OF HIGHER PRIVATE EDUCATION (THEORETICAL BASIS).....	9
1.1. Characteristics and features of the educational services market.....	9
1.2 The essence of marketing of educational services	16
1.3 Effective technologies for promoting educational services on the market.....	20
Conclusions to chapter 1	23
CHAPTER 2 MARKETING ANALYTICS ENDUCATION SERVICES AT CHENGDU COLLEGE OF ARTS AND SCIENCES (CURRENT STATE EMPIRICAL ANALYSIS)	25
2.1 Administration of Chengdu College of Arts and Sciences	25
2.2 Characteristics of the marketing of educational services in Chengdu College of arts and sciences	31
Conclusions to chapter 2	38
CHAPTER 3 ENHANCEMENT OF MARKETING STRATEGIES AND SUGGESTIONS FOR IMPROVING CHENGDU UNIVERSITY OF ARTS AND SCIENCES	40
Conclusions to chapter 3	55
CONCLUSION	57
REFERENCES.....	61

ABSTRACT

Throughout the period of reform and opening, Chinese higher education has been experiencing transformation.

Since the Chinese Education Institution implemented the open-up policy at the beginning of the reform and opening process, which keep increasing the scale of higher education by recruiting much more college/university students [19]. This is a widely accepted present situation that higher education is being internationalization like business generally.

Nowadays, Chinese higher education is an important output sector. It means not only set students to study in the foreign college/universities but also attract foreign students from the world [20]. At the same time, there are a large number of colleges/universities competing for worldwide students. This purpose is not only for the new colleges/universities to build but also for existing colleges/universities that want to expand. Colleges/universities increase financial investment both to attract more foreign students and create opportunities for students to broad [21].

In the face of the fiercely competitive environment around the world, colleges/universities have begun a search for a unique definition to characterize themselves differently both in attracting students and academic construction further. Therefore, the branding used to attract national students will not cut when the overseas recruitment. If the colleges/universities want to achieve the effect of attracting more foreigners, the university should be paid more attention to the branding. Because the brands are everywhere, and it has importance to make marketing success is indisputable. The brand is an idea to make marking in the different kinds of constituents' minds, such as customers, employees, etc.

Nowadays, higher education fields, especially colleges and universities should comprehensively consider the two principles of branding (differentiation and integration) to make sure their positions in the fiercely competitive education markets.

However, developing universities need to have to find the appropriate brand marketing strategy and branding management that would search the challenge from international market for branding university all over the world [22]. Based on these theories, the framework of this study intends to cover the literature concerning Branding and Chinese higher Education to analyze the educational experience to help universities differentiate and build unique brands so that the recruitment will be having a better consequence.

INTRODUCTION

In modern conditions, the socio-economic situation of a country directly depends on the contribution it makes to the development of human civilization, science, culture and education. A special place in this process is given to higher education, which is considered as one of the main, leading factors of social, economic and cultural processes of society.

In the last decade, the higher education system of the PRC has been functioning in conditions of adaptation to emerging market relations. A deep structural restructuring of the education system was carried out, the main results of which were the diversification of types of educational institutions, the formation and development of the non-state sector in the education system, the growth of paid educational services.

Commercial activity of universities in conditions of limited budget funding gives them additional development potential. Almost all educational institutions today provide paid educational services. This activity is carried out in accordance with the Law of the People's Republic of China "Higher Education Law". In many commercial matters, universities have sufficient independence, although a number of aspects of their economic and marketing activities are regulated by the state. As practice shows, in the public sector of higher education, the real opportunities of many universities to provide educational services are not fully realized. And on the market of non-state higher education, on the contrary, there was an excess of supply over demand. The development of the commercial component of higher education is due to the increase in the volume and range of paid educational services of state universities, as well as the expansion of the scope of activities of non-state universities.

Thus, the development of the PRC has led to the fact that education from a free privilege paid for by the state has turned the moose into a product, or rather a service of an immaterial nature. Now educational institutions can no longer remain passive producers of educational services, with little interest in their quality and compliance with the real needs of the market, using the most primitive methods of attracting consumers.

If marketing tools have been used in business, economics and advertising for quite a long time, education and commerce have recently been perceived by public opinion as incomparable concepts. Therefore, marketing and market management tools are not used enough in the field of education. However, the problem of the relevance of marketing in the field of education is of great interest. Real practice, the experience of thriving educational institutions clearly demonstrate that a reliable

guarantee of the successful operation of an educational institution in market conditions is the use of a marketing approach in managing its activities, in particular, the sale and promotion of educational services.

Every year the need for universities to create specialized departments engaged in the promotion of educational services increases. Today, many universities are already working on the formation of strategies and tactics of marketing and communication activities, recruiting a staff of specialists who coordinate these activities. A professional and thoughtful approach to the positioning and means of promoting the university, a vision of development prospects supported by marketing research, the formation of comprehensive plans for marketing and communication activities, high-quality organization of advertising activities are today factors and resources for the successful development of an educational institution.

Today, such components of choosing a university as a well-known brand, a beautiful and convincing catalog, good advertising, the availability of a modern website and so on are of great importance.

Thus, the relevance of the topic of this study is determined by the key role of education, which it plays in solving the socio-economic problems of our society as a whole, as well as the need for scientific justification of the marketing approach, the application of its tools and methods to the development and improvement of management of higher education institutions in the educational services market.

This urgency has determined the problem of our research, which consists in the search, development and implementation of effective technologies for promoting educational services on the market. The contradiction lies in the essence of existing technologies for promoting educational services and the degree of their effectiveness.

The theoretical and methodological basis of this research is the work of Chinese and foreign scientists on the general principles of marketing such as Du Yanyan, Li Yanhui, Liu Xiaoyan, Ryu Yang, Su Xiaohuan, Tan Zhixun, Hao Keming, Cai Keyong, Cui Honghai, Zhang Lili, Zhu Xiaoman. R.B. Freeman, V.R. Chanklin, A.P. Pankrukhin, K.A. Saginov, U.G. Zinnurov, V.P. Shchetinin, S.A. Mamontov, etc. The works of these researchers consider the issues of marketing of educational services, its theoretical and practical aspects.

However, despite the already accumulated experience of theoretical and practical developments in the field of education, a number of significant issues on the most effective technologies for promoting educational services, assessing the competitiveness of a university in the educational services market and other issues related to the use of marketing tools in the management of higher education institutions have not yet been sufficiently worked out. In this paper, an analysis of the educational services market, the main directions of marketing activities at the university was carried out and proposals were developed that allow improving and

more effectively building marketing activities at the university.

GENERAL CHARACTERISTICS OF THE WORK

Research topic: Marketing in higher education: promoting educational services and programmes.

Keywords: marketing, educational services, educational services market, promoting educational services, educational marketing.

The research object is marketing in higher education.

The research subject is promoting educational services and programs.

The purpose of the research is to identify features and trends in the promotion of educational services of higher education.

To achieve the purpose stated, the following **issues** have been considered in the study:

- to analyze characteristics and features of the educational services market;
- to determine the essence of marketing of educational services;
- to identify effective technologies for promoting educational services on the market;
- to conduct marketing analytics education services at Chengdu College of Arts and Sciences;
- to develop recommendations for improving marketing strategies at Chengdu College of Arts and Sciences.

Research methods: analysis of pedagogical, didactic and psychological literature, materials and publications of pedagogical periodicals on the chosen research topic; historical analysis; systems and dialectical analysis; logical research; descriptive method.

The scientific novelty: modern economic changes, such as demographic changes, changes in the labor market, as well as the demands of consumers of services in the field of education, necessitate the modernization of the market for educational services of higher professional education. Thus, it is necessary to conduct research on the market of educational services at the present stage and its development, taking into account modern socio-economic trends.

The theoretical significance of the research lies in determining the essence of the topic under consideration, researching the collected material on it and presenting this material. This study makes a certain contribution to the development of the problem of marketing in higher education, especially in promoting educational services and programmes.

The practical significance of the study and the scope: the results of the study can find application in research activities for the further development of theoretical problems related to educational marketing; in the development of lecture materials, writing textbooks and teaching aids.

The structure of the study was determined in accordance with the set goal and

objectives. The work consists of an introduction, three chapters, a conclusion and references. The total amount of work is 63 pages.

CHAPTER 1

THEORETICAL BASIS OF EDUCATIONAL SERVICES AND MARKETING FMARKET OF HIGHER PRIVATE EDUCATION (THEORETICAL BASIS)

1.1. Characteristics and features of the educational services market

In order to maintain the competitiveness of any state, it is necessary to maintain the high competitiveness of the education system. This, in turn, contributes to an increase in highly qualified specialists. Today, the main factor of an efficient economy is the human factor. In other words, the more highly qualified, talented, ambitious, active specialists with higher education in the country, the higher the competitiveness of the state's economy. The state, in this case, can compete with the economies of other states in the international arena. The role of education is increasing every day. For example, according to data for 2021, 33.6% of Belarusians, i.e. every third, has a diploma of higher education. By comparison, here are the indicators for the People's Republic of China. The share of the population with higher education is 11%. All of the above demonstrated that education has a great impact on the economy of the state.

The role of educational services is to create the necessary conditions for self-realization and satisfaction of the cognitive needs of the individual, as well as for the formation of intellectual and spiritual development. In addition, the direction of development of all mankind depends on the level of development of higher education. Thus, education is the engine of economic and social progress.

For a deeper understanding and consideration of the main characteristics of the features of the educational services market, it is necessary to consider in more detail the concepts of “educational services” and “educational services market”. The results of the study of educational services are reflected in many scientific works of domestic and foreign scientists, for example, in the works of E. Grafton, J. B. Clark, D.V. Maslov, F.I. Peregudov, etc. In addition, the works of L.V. Agapova, L.A.Zakharchuk, V.D. Kamaev, D.V. Minaev, O.A. Hashirov, etc. are devoted to the modern stage of the formation of the educational services market.

Currently, there are different approaches to the definition of “educational services”. In the current economic literature, which is related to the field of education, it is noted that educational services are a product of the activity of the education system. However, it should be noted that most scientists do not give an unambiguous definition of this concept. In this regard, the question arises, what are educational services?

Domestic and foreign scientists interpret this term differently. For example,

according to the Soviet teacher V.P. Shchetinin, an educational service is a system of knowledge, skills and abilities used to satisfy the needs of an individual, society and the state [44].

A.A. Chentsov has a slightly different approach to the definition of “educational services”. In his opinion, educational services are the result of scientific and pedagogical activity, which is a kind of scientific work. The scientific product, in turn, is the result of scientific work [8].

In the work of S.M. Vishnyakov “Vocational education: A Dictionary. Key concepts, terms, relevant vocabulary” the following definition is given: “Educational services are a system of purposefully formed and offered opportunities for acquiring knowledge, skills and abilities to meet educational needs” [60].

Despite a large number of studies devoted to the problems of the educational services market, there is still no unambiguous definition of this phenomenon in economics. Russian scientist V.G. Kinelev understands the educational services market as a system of relations for the exchange of results and production conditions [26].

O.I. Fokina argues that the market of educational services is formed between the consumer and the manufacturer for the purpose of buying and selling goods in the process of exchange [17].

According to O.A. Khashirov, the market of educational services is an integral element of the market economy. In addition, the main function of the market in the field of education is the regulation of supply and demand for educational services [25, pp. 31-45].

Soviet scientist F.I. Peregudov also studied the problem of the educational services market. He believes that this market is necessary for the workforce to become qualified [38, p. 34].

In this paper, we adhere to the following definition of the “educational services market”: this is the activity of educational institutions aimed primarily at meeting the needs of students in acquiring knowledge, skills and abilities to form the necessary conditions for the implementation of various types of professional activities.

The study of the characteristic features and features of educational services arouses great interest among economic scientists. V.D. Markova identifies such characteristic features of educational services as:

1. *intangible*;
2. *continuity of production*;
3. *parallel production and consumption*;
4. *impossibility of transportation*;
5. *non-preservation* [31, pp. 23-25].

Another characteristic of educational services is the dual nature. On the one hand, an educational service is a public good, and on the other hand, it is a private good.

It is well known that funds are allocated from the state budget for education. In addition, some in some States, including the Republic of Belarus, educational services are provided free of charge. Thus, we see benefits both for consumers of these services and for the whole society. In this case, we consider educational services as a public good.

Considering educational services as a private good, it should be noted that the price of services in the field of education largely depends on demand. In this case, the services are not funded by the state, but are paid for by consumers.

Each educational service has its own parameters. These include:

- duration of training;
- tuition fees;
- form of training;
- methods of teaching.

a document issued after the provision of the service.

The components of the educational service include:

- goal;
- tasks;
- desired result.

As mentioned above, a characteristic feature of an educational service is intangible and inseparability. Due to these characteristics of educational services, it is impossible to give an unambiguous assessment of services. Thus, consumers of services can only evaluate the activities of employees of an educational institution based on the opinions of third parties.

In our opinion, one of the most important characteristics of educational services is the interest of all parties to the transaction. The performer and the consumer have their own interests. So, for the performer, first of all, the material benefit is important, while the quality-of-service provision is important to the consumer.

Based on the above, educational services can be divided into two groups:

1. *general*;
2. *additional*.

Figure 1.1 systematizes the characteristics of educational services.

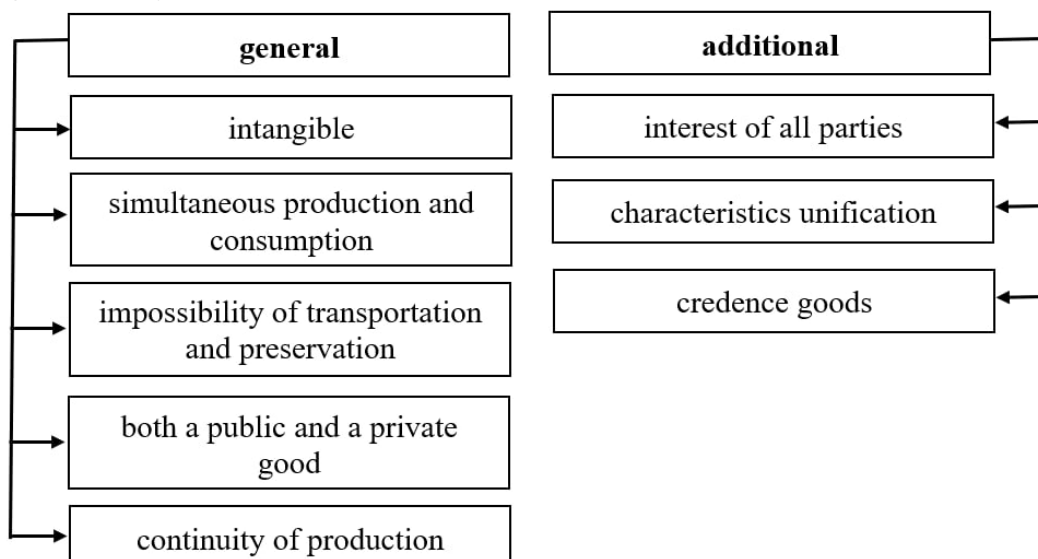


Figure 1.1 – Characteristics of educational services

The main features of educational services were discussed above. Let's pay attention to the market of educational services. As mentioned above, the most complete definition of the educational services market is the following: the educational services market is the activity of educational institutions aimed primarily at meeting the needs of consumers in acquiring knowledge, skills and abilities to form the necessary conditions for the implementation of various types of professional activities.

Every market has consumers, intermediaries and producers. Since the topic of our work is related to the market of educational services in the field of higher education, it is necessary to consider the participants of this market. Economists identify five main participants of the educational services market. These include:

1. *consumers*;
2. *manufacturers*;
3. *the state*;
4. *employers*;
5. *stakeholders*.

Consumers. Consumers in the educational services market include persons who receive educational services.

Manufacturers. The producers of the market of educational services of higher professional education should be considered higher educational institutions.

Employers. It should be noted that employers are subjects in the labor market, the financial market, as well as in the educational services market. The main action of the employer in the educational services market is the conclusion of contracts with educational institutions for the provision of services in the field of education for third parties.

State. The state acts as both a customer and a consumer in the educational market. The interest of the state is to form highly qualified specialists.

Stakeholders are individuals (investors, employers) or organizations (public/charitable organizations) who are interested in developing an educational product, service or project.

Each participant of the educational services market has its own motives and interests. Table 1.1 shows the motives of participants in the educational services market.

Table 1.1 – Motives of participants in the educational services market

Participant	Subject	Motivation
consumers	students	<ul style="list-style-type: none">• to receive services in the field of education based on their own goals, objectives and interests;

		<ul style="list-style-type: none"> the desire to master an actual profession with a high salary level;
Continuation of the table 1.1		
		<ul style="list-style-type: none"> to maintain a job in a competitive environment and an increasing crisis; the inner need for self-realization.
manufacturers	higher education institution	<ul style="list-style-type: none"> to make a profit; to improve the rating of the educational institution, and, as a result, to attract new investors, talents, etc.; to graduate of highly qualified specialists.
state	Ministry of Education and Science	<ul style="list-style-type: none"> to prepare specialists with the necessary qualifications; to meet the needs of society; to achieve high performance at the state level; develop regulatory and legal documents in the field of education.
employers	organizations (public and private)	<ul style="list-style-type: none"> to attract experienced, active, professional employees.
stakeholders	public organizations, mass media	<ul style="list-style-type: none"> to achieve high performance of higher education institutions; to increase the competitiveness of higher education institutions; protect the interests and rights of participants in the educational market.

To study the main characteristics and features of the educational services market, it is necessary, first of all, to determine the main functions of this market. Many researchers and economists are studying the functions of the modern educational services market. In this regard, there are different approaches to understanding this issue. Let's look at some of them.

L.I. Goncharova identifies the following functions of the market in the field of education:

- to create a competitive environment and the necessary conditions for the provision of educational services;
- to meet the needs of consumers in intellectual and cultural development;
- to establish the proportions between the training of specialists and their involvement in the labor market;

- to provide high-quality education and training of specialists [21].

According to M.V. Ushakova, the educational services market performs the following functions:

- *self-regulation*;
- *democratization*;
- *regulation*;
- *incentives*;
- *the social significance of educational services* [59].

The function of self-regulation of the provision of services in the field of education. This function manifests itself in an increase in the number of educational services, as well as in an increase in prices with an increase in demand.

The function of democratization is to separate educational institutions, as well as to get rid of non-viable elements in the field of education.

Regulation function. This function regulates the supply and demand for educational services.

The incentive function is expressed in the creation, development and implementation of new technologies in the field of education, which contribute to reducing the costs and expenses for training.

The function of the social significance of educational services.

Thus, we have considered the main functions of the educational environment market. As you can see, there is no single approach to this issue, however, we consider it necessary to summarize the main functions of the educational services market:

1. pricing function;
2. to develop and implement new educational technologies that contribute to reducing the costs and expenses of training;
3. to provide training and training of specialists;
4. to regulate the supply and demand for educational services;
5. to provide high-quality education and training of specialists;
6. to create a competitive environment and the necessary conditions for the provision of educational services.

Based on the main functions of the educational services market, it is possible to identify the features of this market. Table 1.2 presents the features of the educational services market.

Table 1.2 – Features of the educational services market

Feature	Description
Disequilibrium of the labor market and the educational services market	The number of specialists does not correspond to the demand for labor, and therefore there is a quantitative and qualitative parameter of

	imbalance.
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Continuation of the table 1.2

The long gap between the demand for specialists and the period when this demand can be satisfied	Nowadays, the average duration of higher education is 3 – 5 years. However, the changes taking place in the economy are much faster. These changes require a faster response from the educational services market.
Pronounced regional localization of demand in the market of educational services	The majority of applicants are consumers in the regional market of educational services. Graduates are also in demand in the regional labor market.
Reduction in the number of primary vocational education institutions as a result of a reduction in demand for them	Currently, there is a tendency to reduce the number of students who want to receive secondary or primary vocational education.
Mass character of higher education	Currently, there is a mass nature of higher education. The Republic of Belarus is no exception, for example, according to data for 2021, 33.6% of Belarusians have a diploma of higher education, in 2019 – 24.7%.
Decrease in the consumption of educational services caused by the demographic crisis	Due to the demographic crisis caused by a decrease in the birth rate, many educational institutions feel a decrease in the flow of applicants.
Monopolization of the educational services market	As a result of the monopolization of the educational services market, the price of these services increases.

Thus, we have considered various approaches to the basic concepts of educational services and the educational services market. In addition, we have systematized the subjects of the educational services market. These include: consumers, producers, the state, employers and stakeholders. We also identified six main functions of the educational services market:

1. pricing function;
2. to develop and implement new educational technologies that contribute to reducing the costs and expenses of training;
3. provide training and training of specialists;
4. regulate the supply and demand for educational services;
5. provide high-quality education and training of specialists;
6. creating a competitive environment and the necessary conditions for the provision of educational services.

We also identified the characteristic features of the educational services market: disequilibrium of the labor market and the market of educational services; a long gap between the demand for specialists and the period when this demand can be satisfied; pronounced regional localization of demand in the market of services in the field of education; a decrease in the number of institutions of primary vocational education as a result of a reduction in demand for them; the mass nature of higher education; a decrease in the consumption of educational services caused by the demographic crisis; monopolization of the educational services market.

1.2 The essence of marketing of educational services

In modern conditions, the demand for higher education services is growing every year, the number of universities providing such services is increasing, and at the same time competition between them is becoming more acute. In these conditions, universities need to look for ways to increase competitiveness, solve problems of survival and development.

Marketing is one of the most common concepts directly associated with the market economy. The use of marketing in the field of higher education will contribute to improving the quality and expanding the range of educational services, will allow us to meet the needs of consumers in such services in a more diverse way and, as a result, contribute to the rise of education in society to a higher level.

Consideration of the essence of marketing of educational services is impossible without the definition of the term “marketing”. For the first time the term “marketing” appeared at the turn of the 19th – 20th century. The formation of marketing as a science is attributed to the beginning of the 20th century, the formation of marketing as a science took place. Marketing as a science did not arise immediately. Robert Keith identifies the following epochs of marketing evolution:

- first era – *production oriented*;
- second era – *sales oriented*;
- third era – *marketing oriented*;
- fourth era – *marketing control*;

The opponent of R. Keith's theory was R. Fullerton. According to his theory, there are four stages of marketing development:

The first stage is the creation of prerequisites (16th – 17th centuries).

The second stage is the emergence of modern marketing (18th – 19th centuries).

The third stage is the creation of the superstructure (19th century)

The fourth stage is “trials, storm and growth”: the era of perfection and formalization (from 1930 to the present day) [35, pp. 24 – 25].

Let's focus on various approaches to the definition of the term “marketing” for a general idea of the phenomenon under consideration.

American economist and marketer F. Kotler gives the following definition of marketing: “Marketing is a type of human activity that is associated with meeting needs and needs through exchange” [27, p. 21].

In the work “Fundamentals of Marketing” by E.P. Golubkov, marketing is understood as “a type of human activity that is aimed at satisfying the demand for material, social, and also intangible values through exchange” [20, p. 6]. As we can see, this definition is very similar to the definition of F. Kotler.

Morozov Yu.V. gives the following definitions of marketing: “Marketing is an activity aimed primarily at the profitable operation of an enterprise through exchange” [35, p. 31].

Thus, for a deeper understanding of the essence of marketing of educational services, we have considered the basic definitions of the term “marketing”. Undoubtedly, marketing in the field of education is inseparable from marketing in general, but, nevertheless, it has a number of fundamental principles.

The fundamental principle of marketing educational services is the consumer's request, as well as his needs. The basic principles of marketing are also connected with this principle. In addition, the implementation of the above principle is impossible without other marketing principles. In this regard, we consider it necessary to list the most important principles of marketing educational services, which are presented in Figure 1.2.

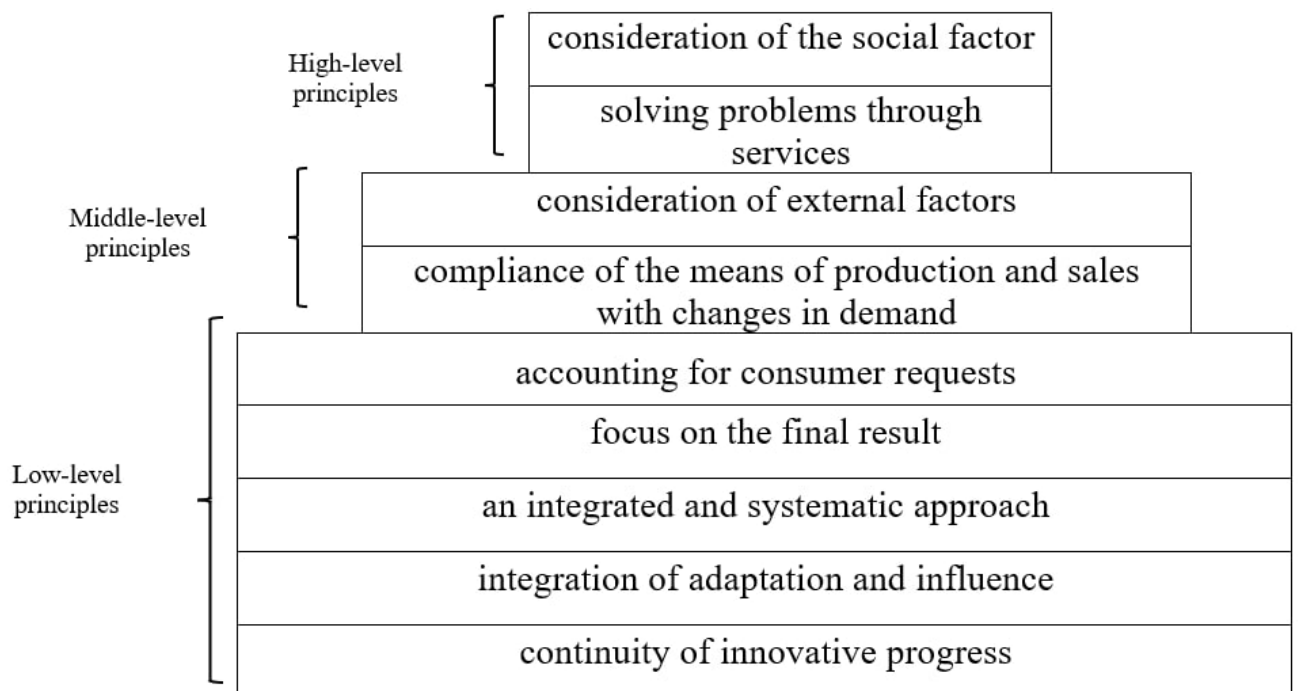


Figure 1.2 – Principles of educational services marketing

Based on Figure 1.2, it can be seen that all the principles are three levels: the highest level, the middle level and the lower level.

The *principles of the highest level* include:

- The principle of consideration of the social factor. Based on this principle, the main object of marketing is people, i.e. consumers of educational services. The subject of marketing is the relationship of consumers.
- The principle of solving problems through services. This principle is that the problem of each consumer of educational services should be solved as quickly and efficiently as possible. This principle assumes continuous development, self-improvement and professional development from teachers and other employees of educational institutions.

The *principles of the middle level* include:

- The principle of solving consideration of external factors. The service may have an impact not only on the persons who receive this service, but also on third parties. For example, educational services affect future employers. It is for this reason that it is necessary to try to prevent possible negative consequences.
- The principle of compliance of the means of production and sales with changes in demand. In the previous section, we noted the rapid growth in educational services. Due to the rapid development of the world, knowledge quickly becomes obsolete and irrelevant. The task of educational institutions is to monitor market changes and quickly adapt to them.

The *principles of the lower level* include:

- The principle of accounting for consumer requests. According to this principle, it is necessary to offer a service that meets the demand of consumers.
- The principle of focus on the final result. This principle is focused on achieving the final result, which implies the effective provision and provision of services.
- The principle of an integrated and systematic approach. In the process of providing services, it is necessary to adhere to a systematic and integrated approach.
- The principle of integration of adaptation and influence.
- The principle of continuity of innovative progress. This principle is focused on the long-term perspective.

The main role of marketing in the field of education is the creation, promotion and implementation of educational services and products. Marketing allows to assess the demand for services, determine which specialists will be in demand in the labor market, implement a marketing policy for the functioning of the educational system.

To determine the essence of educational services marketing, attention should be paid to the main functions of educational services marketing. Functions of educational services marketing are presented in Figure 1.3.

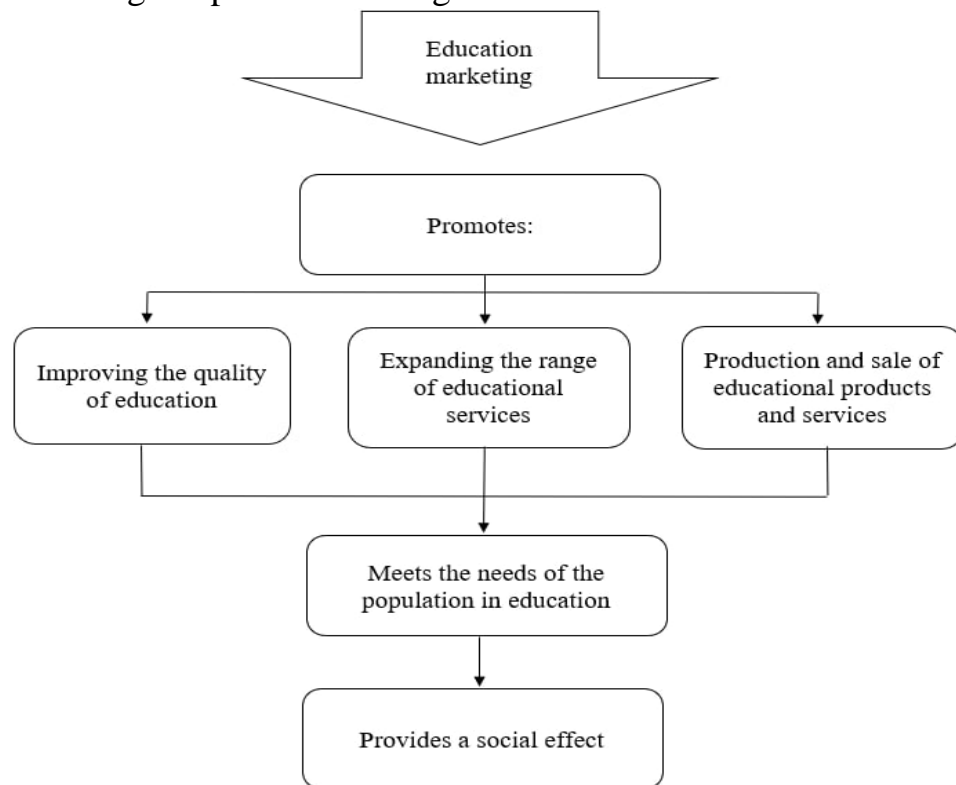


Figure 1.3 – The functions of educational marketing

The main role in the marketing of educational services is assigned to the development of a marketing package, which includes:

1. Educational service as a commodity: today there is a huge variety of educational services. In addition, every day, due to the development of new technologies and consumer demands, more and more services appear. Methods and technologies of rendering this type of services are adaptable and flexible.
2. Service price: prices are formed depending on supply and demand in the market.
3. Service distribution channels: a set of independent organizations that participate in the process of meeting the demand for services and making them available to consumers.
4. The system of promotion of services to the market: promotion activities are aimed at specific target groups of consumers of educational services, at possible intermediaries [36].

Thus, the features of the marketing of educational services include:

- the important role of the state in the educational sphere;

- the need for state participation in the promotion of education;
- the end user of educational services plays an active role;
- the results of the provision of educational services are of a delayed nature;
- cooperation between manufacturers of educational services or products.

Thus, we have considered various approaches to the basic concepts of marketing, the theory of marketing evolution. To determine the role of educational services marketing, the principles of educational services marketing were analyzed, which are divided into three levels. High-level principles include two main principles: principle of consideration of the social factor and principle of solving problems through services. Middle-level principles include such principles as principle of solving consideration of external factors, principle of compliance of the means of production and sales with changes in demand. And finally, the principles of the lower level include principle of accounting for consumer requests, principle of focus on the final result, principle of an integrated and systematic approach, principle of integration of adaptation and influence, principle of continuity of innovative progress. Based on all of the above, we came to the conclusion that the main role in the marketing of educational services is assigned to the development of a marketing package.

1.3 Effective technologies for promoting educational services on the market

Nowadays, there is a trend of rapid growth and an increase in demand in the educational services market. Before proceeding directly to the technologies of promoting educational services, it is necessary to consider the target audience of higher educational institutions. Table 1.3 shows the target audience of higher education institutions.

Table 1.3 – Target audience of higher education institutions

Individuals	Legal entities
students	state
teachers	partner universities
applicants	scientific community
parents of applicants	partner organizations
graduates	
employers	

Such a large number of target groups can be explained by the fact that each university has many directions. It should also be noted that representatives of target groups can move from one group to another. For example, one and the same person

may first be an applicant, then after admission he becomes a student, after some more time - a graduate, etc.

Of course, the most effective technology for promoting educational services is the Internet. Almost every educational institution has its own website, through which applicants and their parents can easily get acquainted with the activities of the educational institution, as well as ask all the questions they are interested in without leaving home. In addition, some higher education institutions are developing and implementing their own educational platforms and educational portals. Various information is posted on educational portals, ranging from information about employers and ending with information about in-demand personnel.

One of the most effective and influential tools in the educational services market is information technology. With their help, the information educational environment of the educational institution is being formed, as well as favorable conditions for the training of highly qualified personnel are being created.

Advertising and marketing play a special role in the promotion of educational services. Based on the above, questions concerning various marketing tools for the promotion of educational services are becoming more and more relevant. In our opinion, Internet marketing tools are the most popular and effective.

Modern educational institutions use educational portals to promote their own services. An educational web portal is a website that contains information about an educational institution and the educational services it provides. The main role of the educational portal is to promote an educational institution and increase the rating of an educational institution in the educational services market.

The promotion of educational services should be understood as a set of measures aimed at promoting the website of an educational institution, as well as the promotion of educational services on the Internet. Promotion of services through the educational portal includes such tools as:

- contextual advertising;
- search engine promotion;
- banner advertising;
- targeted advertising;
- e-mail marketing [54].

Analyzing the modern economic literature, we came to the conclusion that for marketing promotion of educational services it is necessary to adhere to the following principles:

- taking into account the capabilities of consumers
- maintaining communication with the target audience
- unobtrusive and non-intrusive advertising
- focus on the quality of educational services

- creative approach to promotion
- customer orientation
- the ability to access the site / portal / platform from any device;
- the use of promotion and internet marketing tools [52].

Let's take a closer look at various Internet marketing tools for promoting educational services.

Hidden marketing. Hidden marketing is understood as a set of measures aimed at creating a positive image of a service, brand, or product among the target audience. For example, interactive advertising.

Social media promotion. Social networks have become an integral part of communication, including in the field of promoting the educational services of the university. Today, educational services can be promoted using social networks such as Instagram, Tick Tok, Vkontakte, Yputube, Facebook, Twitter and so on. Thanks to the peculiarities of these networks, it is possible to identify users who are interested in a certain product, product, service or a certain educational institution, and send them advertising.

Affiliate marketing. This concept includes a type of promotion in which a person, i.e. a partner, receives a certain reward if he attracted potential consumers, for example, a site visitor, subscriber, etc.

Viral marketing. This is a way of promotion in which advertising is distributed by the target audience. For example, if a person is interested in an advertisement, video or layout, then he can later share a link to the advertised educational product or service.

Search engine optimization of the site (SEO). The basis of this tool is the modification of the site so that it is in the top of search engines.

Contextual advertising. This advertisement is seen only by those users or visitors of the site whose interests are aimed at receiving the service.

Banner advertising. This ad contains a dynamic or static image. This image should be bright and creative, and should also stand out in order to catch the user's attention among other advertising.

Display advertising. The main purpose of this type of advertising is to attract the user's attention with the help of video ads, graphic images, etc.

Using an Internet bot. Every day it becomes more and more difficult to retain consumers of services, not to mention attracting new ones. In order to retain the target audience, it is necessary to provide maximum comfort and convenience, as well as quick feedback. All this can be done with the help of an Internet bot program that can answer users' questions at any time of the day, as well as communicate with a large number of people at the same time.

Promotion through the media. Advertising about an educational institution

and the services provided in it can be placed in various media. Moreover, almost every university has its own press service. With the help of media, the public gets an idea of the university's activities, its administration, teaching staff, etc.

Using online games. The use of online contests, quizzes, quests, Olympiads, with the help of which future applicants gain additional points for admission to a higher educational institution [39].

Conclusions to chapter 1

The study that was conducted led to the following conclusions:

1. The analysis of the scientific and methodological literature made it possible to identify various approaches to the basic concepts of educational services and the educational services market. In addition, we have systematized the subjects of the educational services market. These include: consumers, producers, the state, employers and stakeholders. We also identified six main functions of the educational services market:

- pricing function;
- to develop and implement new educational technologies that contribute to reducing the costs and expenses of training;
- provide training and training of specialists;
- regulate the supply and demand for educational services;
- provide high-quality education and training of specialists;
- creating a competitive environment and the necessary conditions for the provision of educational services.

2. We also identified the characteristic features of the educational services market: disequilibrium of the labor market and the market of educational services; a long gap between the demand for specialists and the period when this demand can be satisfied; pronounced regional localization of demand in the market of services in the field of education; a decrease in the number of institutions of primary vocational education as a result of a reduction in demand for them; the mass nature of higher education; a decrease in the consumption of educational services caused by the demographic crisis; monopolization of the educational services market.

3. To determine the role of educational services marketing, the principles of educational services marketing were analyzed, which are divided into three levels. High-level principles include two main principles: principle of consideration of the social factor and principle of solving problems through services. Middle-level principles include such principles as principle of solving consideration of external factors, principle of compliance of the means of production and sales with changes in demand. And finally, the principles of the lower level include principle of accounting

for consumer requests, principle of focus on the final result, principle of an integrated and systematic approach, principle of integration of adaptation and influence, principle of continuity of innovative progress. Based on all of the above, we came to the conclusion that the main role in the marketing of educational services is assigned to the development of a marketing package.

4. We researched effective technologies for promoting educational services on the market. Currently, the most effective technology for promoting educational services is the Internet. Internet marketing tools for promoting educational services and programs include: hidden marketing, social media promotion, affiliate marketing, viral marketing, SEO, advertising (contextual, banner and display), Internet bot, promotion through the media, online games.

5. Next, we have analyzed the target audience of higher education institutions. We have identified two groups: individuals and legal entities. Individuals include: students, teachers, applicants, parents of applicants, graduates, employers. Legal entities include: state, partner universities, scientific community, partner organizations.

CHAPTER 2

MARKETING ANALYTICS EDUCATION SERVICES AT CHENGDU COLLEGE OF ARTS AND SCIENCES (CURRENT STATE EMPIRICAL ANALYSIS)

2.1 Administration of Chengdu College of Arts and Sciences

Chengdu College of Arts and Sciences, founded in 1999, is a higher education institution located in the large metropolis of Chengdu (with a population of more than 5,000,000 inhabitants), Sichuan Province. Chengdu College of Arts and Sciences (CAS), officially recognized by the Department of Education of Sichuan Province, is a Chinese coeducational institution of higher education. Chengdu College of Arts and Sciences (CAS) offers courses and programs leading to officially recognized higher education degrees in several fields of study. Cm. For more information, see uniRank's matrix of levels and areas of study below. CASE also provides students with several academic and non-academic opportunities and services, including a library, as well as administrative services.

Currently, the role of the university's web departments is increasing due to the need to increase the visibility and transparency of information for applicants.

The marketing Communications department is designed to solve two main tasks:

- formation of a single favorable image of the university by creating consistent and coordinated communication messages using various means and tools of marketing communications (ATL, BTL, PR, personal communication);

- ensuring the maximum effectiveness of marketing communications through an optimal combination of various tools and tools (media planning within the budget). The main goals of the departments that solve marketing tasks are aimed at raising the awareness of the target audience about the university brand; maintaining the image of the university as a leading financial state university; ensuring the recruitment of applicants for paid forms of education to increase the university's profit.

The Department of PR in the Chengdu College of Arts and Sciences includes the Department of Regional Projects, which is responsible for numerous branches. The department also develops and conducts comprehensive activities in the field of advertising, PR, and public relations, aimed at improving the image and rating indicators of Chengdu College of Arts and Sciences, including its business reputation.

The inclusion of the public Relations department of regional projects in the department contributes to unified and coordinated advertising and PR activities by the principles and values of corporate culture and corporate identity.

Marketing activities, their place and role, interaction with other departments that provide communication tasks, developed in their way at the Chengdu College of Arts and Sciences (Fig.2.1).

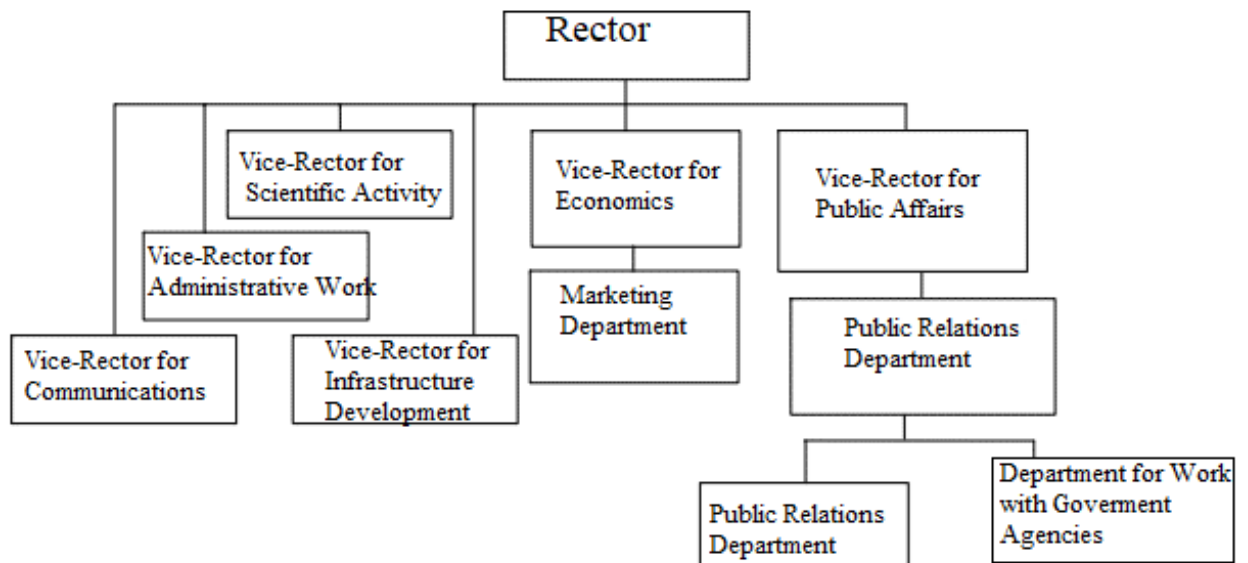


Figure 2.1 - Management system of Chengdu College of Arts and Sciences

The specifics of implementing marketing tasks in Chengdu College of Arts and Sciences are related to the adaptation of Chengdu College of Arts and Sciences to market requirements. The communication strategy is assigned to the Department of Public Relations and Public Relations of the Chengdu College of Arts and Sciences. The management is tasked with positioning the Chengdu College of Arts and Sciences in the information space. The Department consists of the structures:

Public Relations Department;

Department for work with public authorities.

The Department of Public Relations is responsible for publishing advertising and information materials in the media, organizing the University's participation in educational exhibitions, and providing comments from the faculty to journalists.

The Department of Marketing and Development of Chengdu College of Arts and Sciences is an independent structural unit of the University and directly reports to the Vice-Rector for Economics and Additional Education. The following tasks are assigned to this Department:

1. Development of recommendations for the formation and implementation of the Chengdu College of Arts and Sciences policy aimed at achieving educational, scientific, social, and cultural goals, to meet the spiritual and other non-material needs of citizens in education, as well as for other purposes aimed at achieving public goods.

2. Provision of marketing management and communications at the University, the orientation of the activities of other departments to the market, correlation of their work with the common goals of market activity, and development of education for the entire University.

The development of information technologies, support, and improvement of the Chengdu College of Arts and Sciences website, its promotion on the Internet is carried out by the department of the Vice-Rector for Informatization and Communication. The organizational structure of the Chengdu College of Arts and Sciences management and the place of the marketing and advertising service in it have their specifics.

The effectiveness of the tasks of the marketing service to ensure the interaction of the university with the market depends on the position of the management and the style of its management. The unified advertising and PR activities at RSUH are assigned to the Regional Development Department, which sometimes makes it difficult to comply with the requirements of the corporate identity of the university's corporate representation on the Internet, on the websites of branches.

The structure of the DC combines the functions of marketing and printing (the functions of the department include: conducting market research), design projects, advertising projects (creative department for the development of advertising and PR products, information support for the admission campaign, conducting event events: exhibitions, etc.), the office of information printed products of the university.

The Marketing Department carries out its activities within the framework of a special budget. The department includes the department of innovative projects and programs, which actively attracts students. This department is responsible for the creation of start-ups, the opening of small businesses at the university. The DC includes the department of the university's web laboratory, which is responsible for the university's website and its promotion on the Web. One of the most important functions of the web department is updating and technical support of internal and external virtual communications, creating blogs for teachers and students, supporting electronic correspondence, and chat. The most important component is technical support and promotion of the university's scientific activities. The director of the web laboratory actively cooperates with the Vice-rector responsible for the promotion of the university's institutes, the Vice-rector for research. The DC includes a sales manager who is responsible for recruiting students for various forms of paid education. The functions of communication with state structures are delegated to the special Vice-Rector for GR. The PR Vice-Rector is responsible for organizing, preparing, and conducting the entire admissions campaign, which lasts for the entire year. This also includes assistance in conducting Olympiads, competitions, advertising support for recruitment for retraining courses, MBAs, etc. The DC

includes more than 100 staff members and student volunteers who constantly cooperate with the Department of Communications.

The analysis of the management of marketing activities of universities in the historically established organizational structures allows us to identify its main functional and content characteristics.

The activities of the marketing service of the university are determined by its position. Many functions of the marketing department overlap with other departments but are not duplicated. As a rule, the functions of marketing and advertising are combined in the organizational structures of universities. The integrating function of the university with the functions of marketing and advertising, as the study shows, is the Department of Public Relations. The boundaries and independence of the functions of the structural units that perform the tasks of promoting the university are determined by the corresponding budgets or the general budget of the PR department, which are approved by the Academic Council.

It is important to emphasize here that the functions of the university's marketing activities are aimed at increasing the university's income from the implementation of educational programs and educational products (including science) in the relevant markets. Marketing management of the university is aimed at solving the problem — to influence the level, time frame, and structure of demand in the best way so that the university can achieve its goal. In essence, the marketing management of a university is demand management. The task of university marketing is not just to influence demand, but also to keep it by building loyal relationships with potential consumers, transferring (converting) them into the category of permanent (actual, real) consumers of educational services and products of the university, committed to the university and its brand.

From marketing activities, as experience shows, the management of the university expects:

- reasonable and profitable proposals for the choice of markets in which it is possible to effectively implement its offers (OU) and advantages;

- forecasts of the development of a particular educational market, clear and well-founded recommendations for the adjustment of existing and the development of new offers (OU) to this market from the university and its various departments;

- proposals on the strategic and tactical behavior of the university in various markets (strategy is the decisions of the university with its OU and consumers, which can be implemented in the next few years, tactics — decisions made by the university departments within their budget for the effective implementation of OU in a particular market);

- development of various marketing programs and plans for their implementation, supported by an appropriate budget;

recommendations related to the range of educational institutions that are adequate to the needs and preferences of consumers (relevant segments of the educational market);

realistic and profitable offers for the positioning of OU and pricing policy (with the development of distance education and sales-delivery of OU) with different market segments;

proposals on the communication policy of the university and its departments (within the budgets).

The experience of managing the marketing activities of Chengdu College of Arts and Sciences shows that the main tasks of the university's marketing service should include:

1. Forecasting the volume of sales and the formation of consumer demand for the OU of the university. This process is carried out by constantly monitoring the activities of the university in its competitive environment, where other universities broadcast similar OUS to the market, but different in quality and price. Within a few years, the data on monitoring the commercial and academic activities of competitors can be systematized as part of the general marketing information system (MIS) of the university, which is updated as the behavior of competing universities in the market is monitored.

2. Another less feasible task is to analyze the consumer properties produced and sold by the university's OU in terms of their quality and consumer demand. This direction is the most difficult in the process of its implementation due to the natural differences between services and goods.

3. Analysis of the price-quality ratio, supply, and demand for similar types of the op-amp. This task is solved by the specialists of the SM university through the use of various methods of desk research. The most accessible in this sense are the websites of universities, where, especially recently, a lot of necessary information is placed, primarily for applicants.

4. Research of the existing systems of promotion of goods in the market. This information is collected by analyzing university websites, advertising articles, analyzing publications in professional journals, and other statistical open sources. The same work is carried out with the help of marketing intelligence technologies, which are used with the participation of students in the form of their practice, through observation when attending open days of other universities, fairs, and other open presentations.

5. Development and implementation of the university's marketing strategy — a comprehensive system of measures for planning, pricing, and information and advertising support for educational institutions and intellectual products sold on the market (research work of teaching staff, student projects, books, etc.).

A special place in the promotion of the university and its OU is occupied by communication programs. The service directly organizes and conducts exhibitions and fairs to inform potential buyers about OU, participates in the creation and development of a system of information and advertising support for the promotion of OU in the market. Develops strategies for advertising events in the mass media, organizes the publication and distribution of newsletters, catalogs, reference books, information, and advertising literature about the university and its OU.

Prepares proposals for the creation of the corporate identity of the university, the website, its representation on the Internet.

In its operational activities, the Marketing Service faces certain, sometimes acute, problems in interacting with other departments of the university. The contacts of the marketing service with the university departments responsible for production, financial, and sales activities are complicated at the points of obtaining the necessary information and discussing the problems of quality and competitiveness of university products and services and their nature of promotion to the market. The high professional ambitions and administrative position of some managers do not allow constructive discussion of the quality and demand for their OU, especially in terms of setting final prices for OU and the use of discounts. All recommendations for adjusting the assortment, naming educational programs (for example, master's programs), setting prices, the need to develop paid forms of education: courses, retraining, etc. are accepted with hostility. The situation is aggravated if there is internal competition in higher education institutions caused by duplication of educational programs.

Until now, the opinion is supported that it is not advertising and marketing that drives educational programs, but the location and trust in the university on the part of the Ministry of Education and Science. It is believed that the existing status (for example, a research or China university), winning competitions for allocating funds for science and research initiated and conducted by the government and the president of the country, will do their job and give the university advantages in the OU market. The allocation of financial resources for marketing and advertising is questioned, and everything advertises itself (advertising budgets are reduced, however, with a relative increase in PR costs). It is not always possible to get the timely and necessary information from the financial and accounting services of the university on the costs of the university, the profitability of recruiting student groups. The problem lies in the fact that the economic service at the university is either absent or, more often, formally exists, but is not concerned with the issues of determining payback points, estimating the existing market share, determining the volume of planned profit and actual profit by division to determine their effectiveness, etc.

A separate problem is a relationship between the marketing service and the

management of paid services (sales service). It is not always possible to get timely information from the sales service regarding students who terminate contracts on a paid basis and leave the university or transfer to another university. The motives and conditions for leaving and transferring to other universities are not studied and it is difficult to obtain relevant information. Often, the real relationship looks like this: if the recruitment for the paid department went better than last year, then the sales department reports to the management about its success, demonstrating a solid amount of money collected, emphasizing its effectiveness and willingness to spend it on the recommendations of the university management. The marketing service is remembered when the profit or the total number of sales (enrollment for paid education in educational programs) was lower than last year. Here the attention to the marketing service increases — the budget was allocated, but there are no results.

University marketing management in the narrow sense is the implementation by the marketing service of activities to maintain the effective operation of all the necessary activities of the university. When marketing activity becomes the general concept of the university's business, permeating all its structural divisions, then the university is considered as a customer-oriented organization, where the development and adoption of management decisions are focused, adapted, and tested by the market. The market in the context of the market of educational services is considered as an external influence of factors of the external environment of the university, which have a significant impact on its viability and competitiveness.

2.2 Characteristics of the marketing of educational services in Chengdu College of arts and sciences

As already noted, marketing plays an important role in the development of the university. The importance of an active and thoughtful marketing policy is well understood at Chengdu College of Arts and Sciences - relevant market research and advertising campaigns are planned and conducted systematically throughout the academic year.

Every year, the Chengdu College of Arts and Sciences collects data that is summarized and analyzed. The data on the basis of which the marketing policy of Chengdu College of Arts and Sciences is proposed includes:

- the population of the region, trends in its growth or decline, stratification by income level;

- the number of school graduates, as the most natural target group, which should be targeted by advertising;

- data on universities and branches, directions, forms and cost of training in them;

trends in the change in the number of students in the directions in state universities;

the success of recruitment in non-state universities or their branches in the previous and current years;

forecast for the recruitment of students in Chengdu College of Arts and Sciences for the coming year;

data that allows us to assess the state of the labor market in the region.

The collection and processing of this data is carried out by the department of pre-university training and career guidance.

At Chengdu College of Arts and Sciences, the marketing functions of educational services at Chengdu College of Arts and Sciences are assigned to the layout department.

The main tasks of the marketing department are the organization and conduct of professional orientation of students and their preparation for admission to the Chengdu College of Arts and Sciences. In more detail, the marketing department solves the following issues:

- coordination of the work of the training center "Unified State Exam" on the basis of Chengdu College of Arts and Sciences, which prepares students for passing the unified state exam;
- organization of meetings of schoolchildren with representatives of the university and presentation of faculties;
- participation in parent meetings in schools of the city and region in order to familiarize graduates with the prospects of obtaining an education at the Chengdu College of Arts and Sciences;
- organization of advertising activities of the university: placement of advertising information in the media;
- organization of the university's participation in the annual exhibition "Education and Career";
- organization and participation in the Days of High school students of cities and districts of Chengdu and the region;
- organization and holding of the final stage of the International Olympiad on the Basics of Science for students together with the Teacher's House;
- production and distribution of information materials about the university in the schools of the city and towns (booklets, information materials, the university newspaper "Young Teacher").

The Information Policy Department plays an important role in the marketing policy of Chengdu College of Arts and Sciences, namely, in marketing communications.

The main tasks of the Information Policy Department are:

- organization, management, coordination, control and implementation of the activities of the university departments in the field of providing information coverage of events and creating a favorable image of the university;
- interaction with the mass media (printed publications, editorial offices of TV channels and radio stations, news agencies and Internet sites), including sending out informational and analytical press releases, inviting the media to events and events held at the university;
- development, organization and holding of special events at the university to attract the attention of the media and the general public to the main activities of the university;
- preparation and participation in specialized educational exhibitions and presentations;
- collecting information, editing, creating digital layouts of printed products (leaflets, booklets, brochures) about the activities of the university;
- collecting information from university departments about planned events that are an informational occasion;
- ensuring the availability of information about the university's activities in the Internet space;
- providing the necessary information and communication conditions for the development of the information and political potential of the university.

Educational and career guidance activities are carried out not only by the marketing department, it is also carried out in cooperation with the educational departments of the university (faculties, departments, IDTPP), China departments and departments of education of the city and region, institutions of primary vocational education and employment centers of the city and region. Other departments of the university are also linked to marketing activities. In particular, the marketing department, the chairmen of the admission committees of faculties, the Department of information Technology management, as well as the faculties of the university.

Each of these departments performs a specific function. The Institute of Additional Creative Pedagogical Professions accompanies all intra-university events with creative numbers. The chairmen of the admission committees of the faculties are mainly responsible for open days, for career guidance during the admission committee itself. The Information Technology Management Department develops, fills with information content and updates the information of the Chengdu College of Arts and Sciences university website, creates electronic invitations informing students about the university's student events via the Internet, this year the tasks of this department include the development of a presentation disk "Guide to Chengdu College of Arts and Sciences " for schoolchildren about the university's student life.

Every year, a plan for career guidance work with graduates of cities and districts of the region is drawn up and approved, which specifies the deadlines for execution and responsible departments and persons.

As we have already found out, the following elements of marketing communications are the most important for the promotion of the university: advertising, public relations, special events, direct marketing, exhibition activities, electronic corporate communications, branding, informal communications. Let's look at how these communications are implemented at the Chengdu College of Arts and Sciences.

Advertising activities of Chengdu College of Arts and Sciences. At the moment, traditional print advertising is used to promote the university: placement of modular and text advertising in the media; advertising printing (leaflets, booklets, etc.).

Advertising information about the university is present in all specialized publications about education in Chengdu, on many sites on the Internet you can also find advertising information of the university.

The Information Policy Department of Chengdu College of Arts and Sciences periodically compiles advertising materials for future applicants. Colorful booklets are produced for distribution in schools, colleges-which contain the minimum necessary information for potential students of Chengdu College of Arts and Sciences.

Public Relations at Chengdu College of Arts and Sciences. Let us recall that one of the main tasks of public relations is the formation of a positive public opinion about the university; the management of the information field around the object of positioning and promotion. The university has several such objects: the university itself/the name of the university; educational products and services of the university; key persons of the university.

In many ways, the formation of a positive public opinion about Chengdu College of Arts and Sciences is due to both the historical traditions that have developed and have long been known at the university, and the constant coverage of various kinds of events that have a positive characteristic from the target audience.

Here I would like to tell about the traditions, history and achievements of the university. All educational activities of the university are aimed at implementing the State Standard of Higher education, improving the quality of professional training of teachers, intensifying the educational process, searching for new forms of education, creative development of the personality of future teachers.

Chengdu College of Arts and Sciences has a certificate that certifies that the quality management system of Chengdu College of Arts and Sciences in the field of providing educational services for higher education programs has been evaluated and

registered by an authorized NQA organization for compliance with the requirements of the standard.

As the region's private, professional teacher training university, Chengdu College of Arts and Sciences produces qualified personnel for the educational programs of the region's education system.

The university has developed a system of educational work. Museums created at the Chengdu College of Arts and Sciences, the Institute of additional creative pedagogical professions, the system of traditional key cases and events, the scientific society of students (LEU), the scientific student society (NSO), the student pedagogical detachment "Luch" help the self-realization of the individual in various areas.

For 10 years, the athletes of Chengdu College of Arts and Sciences have been the first in the sports contest among the universities of Chengdu.

Students of the university receive academic and social stipends, including allowances based on the results of the session. The achievements of students are marked by scholarships of the Government of China.

All this undoubtedly plays an important role in forming a favorable public opinion about the university.

The management of the information field, namely, the development of press releases, articles, interviews for the media is in the management and management of the information policy department of Chengdu College of Arts and Sciences, which monitors and covers all events taking place at the university. Today, the university has its own website, which contains a lot of information about life at the university.

Informational articles about Chengdu College of Arts and Sciences can be seen in many local newspapers, on websites.

They cover such events as the Governor's visit to Chengdu College of Arts and Sciences, the Donor Day at Chengdu College of Arts and Sciences, the Chengdu College of Arts and Sciences Student Spring Festival, the Live Festival.

Sound, "Miss Chengdu College of Arts and Sciences", "Mr. Chengdu College of Arts and Sciences", sports festival, games among schoolchildren "Chinese World" and many others.

Chengdu College of Arts and Sciences' international exchange and undergraduate programs have attracted the attention of students, not only opening a path to international studies, but also broadening their horizons, such as students' participation in the "UNFPA Belt and Road" Youth Leadership Program. For example, students participated in the "UNFPA Belt and Road Youth Leadership Program", the Sino-Thai Cultural Exchange Volunteer Program, the cooperation program with San Francisco State University, and the "Youth Camp", "London University Hall", and "American Eagle Program" with Canada, the United Kingdom,

the United States, France, Australia, and other countries. The school's programs such as "Youth Camp", "London University Hall", "American Eagle Program", "French Art Salon", "Australian Pilot Program", etc. have helped to make every student's hands on the world's most famous schools. This activity has not only created a special brand of the school, but also received positive media coverage.

The city intellectual game for schoolchildren "Chinese World" has been held annually by Chengdu College of Arts and Sciences in cooperation with the Department of Education of the CHENGDU City Administration since 2001. The game is attended by teams teaching students of China educational institutions (schools, gymnasiums and lyceums) of Chengdu, students of grades 5-11. The game involves deepening students' knowledge of Chinese history, literature, art, connects students to intellectual, cultural heritage, folk traditions and is offered as a form of civic, patriotic education. The participants who won the final receive the right to study in the "Unified State Exam Training Center" of Chengdu College of Arts and Sciences (in one subject).

The Chengdu College of Arts and Sciences to revive a lively interest in the historical past on the example of the family; to awaken creative activity aimed at patriotic goals; to unite the participants of creative collectives of student theaters in China around a common project, to establish creative ties.

Chengdu college of arts and sciences with the support of the Main Department of Youth Policy of the region, the screenshot group in 2010 organized a festival for young and novice rock bands "Live Sound". The goals of the festival were: identification and support of young creative musical groups working in the "pop" and "rock" directions; creation of a creative public youth association of rock musicians. This event was actively covered in the press.

Direct Marketing at Chengdu College of Arts and Sciences. As you know, the content of the marketing policy of Chengdu College of Arts and Sciences is far from being exhausted by an advertising campaign. Meetings are held with potential applicants-graduates of schools, technical schools, colleges. On them, applicants can see presentations of faculties, performances of creative groups, ask questions and get the necessary information on admission to Chengdu College of Arts and Sciences. They are usually organized by separate faculties, which present the specialties of their faculties.

Moreover, since during the period of the greatest determination of potential applicants (March-April), the career guidance department was invited to actively attend all secondary and professional educational institutions, with an invitation to study at Chengdu College of Arts and Sciences personally to each student, we can conclude that the main emphasis in promoting services is not even advertising, but on the area of personal contacts.

Exhibition activities at Chengdu College of Arts and Sciences. Every year, representatives of Chengdu College of Arts and Sciences participate in the specialized exhibition "Education and Career", which takes place in February-March.

Electronic Corporate Communications Chengdu College of Arts and Sciences Chengdu College of Arts and Sciences has its own website (<http://www.cdca.edu.cn>) on the global Internet information network. The modern design and good information content of the server leave a pleasant impression. The server contains a list of faculties, admission and training conditions, the legal status of the university, all the necessary information about Chengdu College of Arts and Sciences.

An important place in the marketing policy and promotion of educational services at Chengdu College of Arts and Sciences is occupied by the career guidance system at Chengdu College of Arts and Sciences.

Chengdu College of Arts and Sciences "Central Special Lottery Fund Hongzhi Helping Navigation Plan" employability training course aims to provide free employment guidance for graduates, serve the employment needs of students, and help students to have success in their studies and careers.

To carry out a series of activities of "visit enterprises to promote employment", and national and provincial enterprises and institutions to cooperate with schools and enterprises, to achieve the development of docking between schools and enterprises to train talents, as an opportunity to continue to promote the depth of cooperation between schools and enterprises, to achieve complementary advantages, resource sharing, is an important output window of school marketing and training.

In order to enhance the innovation spirit, entrepreneurial consciousness and innovation and entrepreneurial ability of college students, Chengdu College of Arts and Sciences encourages and supports college students to declare college students' innovation and entrepreneurial projects to enhance the innovation spirit, entrepreneurial consciousness and innovation and entrepreneurial ability of college students. 241 projects are currently under research, including 25 projects at national level, 55 projects at provincial level and 161 projects at university level; 128 innovation training projects, 62 entrepreneurial training projects and 51 entrepreneurial practice projects.

Chengdu College of Arts and Sciences implements the policy of subsidizing college students' job-seeking and entrepreneurship, precisely helps the difficult groups, establishes a help desk for graduates, provides them with job information, and focuses on recommending them to employers as a priority.

The school organizes graduates to actively participate in "24356" online employment recruitment activities, employment "100-day sprint" and other online employment guidance activities, combining online and offline, campus recruitment,

and actively create employment channels and opportunities for graduates, which is an important way of marketing the school's talent training.

In October 2015, the Organization Department of the Provincial Party Committee, the Propaganda Department of the Provincial Party Committee and the Education Work Committee of the Provincial Party Committee jointly investigated and concluded that that "Party building work has become an important feature of Chengdu College of Arts and Sciences and has become an irreplaceable and important part of the core competitiveness of Chengdu College of Arts and Sciences." In August 2018, the school was recommended as the only private university in Sichuan Province to participate in the selection of "National Model University for Party Building Work" by the Provincial Education Work Committee. In September 2018, the school was elected as the first director unit of the Party Building Work Professional Committee of Sichuan Private Education Association. On June 11, 2019, China Education News reported the panoramic report of the school's party building work with the title of "Raising the Party Flag to Educate New People - A Chronicle of Chengdu College of Arts and Sciences' Comprehensive Strengthening of Party Building Work". The report stated, "The party building work of the school (Chengdu College of Arts and Science) provides a sample for private schools in Sichuan Province and even the whole country on 'how to comprehensively strengthen the party building, a successful example of the school's image and successful marketing.

Conclusions to chapter 2

1. The data on the basis of which the marketing policy of Chengdu College of Arts and Sciences is proposed includes: the population of the region, trends in its growth or decline, stratification by income level; the number of school graduates, as the most natural target group, which should be targeted by advertising; data on universities and branches, directions, forms and cost of training in them; trends in the change in the number of students in the directions in state universities; the success of recruitment in non-state universities or their branches in the previous and current years; forecast for the recruitment of students in Chengdu College of Arts and Sciences for the coming year; data that allows us to assess the state of the labor market in the region.

2. On the example of Chengdu College of Arts and Sciences, we conducted a marketing analytics of educational services. The experience of managing the marketing activities of Chengdu College of Arts and Sciences shows that the main tasks of the university's marketing service should include: forecasting the volume of sales and the formation of consumer demand for the university; another less feasible task is to analyze the consumer properties produced and sold by the university's in

terms of their quality and consumer demand; analysis of the price-quality ratio, supply, and demand for similar types of the op-amp; research of the existing systems of promotion of goods in the market; development and implementation of the university's marketing strategy — a comprehensive system of measures for planning, pricing, and information and advertising support for educational institutions and intellectual products sold on the market (research work of teaching staff, student projects, books, etc.).

3. We have analyzed characteristics of the marketing of educational services in Chengdu College of arts and sciences. Advertising activities of Chengdu College of Arts and Sciences. At the moment, traditional print advertising is used to promote the university: placement of modular and text advertising in the media; advertising printing (leaflets, booklets, etc.). Advertising information about the university is present in all specialized publications about education in Chengdu, on many sites on the Internet you can also find advertising information of the university.

4. We also came to the conclusion that in many ways, the formation of a positive public opinion about Chengdu College of Arts and Sciences is due to both the historical traditions that have developed and have long been known at the university, and the constant coverage of various kinds of events that have a positive characteristic from the target audience.

CHAPTER 3

ENHANCEMENT OF MARKETING STRATEGIES AND SUGGESTIONS FOR IMPROVING CHENGDU UNIVERSITY OF ARTS AND SCIENCES

In order to know what the marketing policy should be aimed at, so that it is most effective, it is necessary, first of all, to study the requests of the target audience, to understand the needs of applicants, i.e. to find out why they need higher education. To solve what problems, to meet what needs, a person turns to the offer of educational services.

First of all, education may be necessary for survival - to get a profession with which you can earn money, get the necessary funds to meet the physiological needs of the individual. The next step in the hierarchy of needs is to obtain guarantees of security, protection of the individual from possible threats in the future. Of course, the need to belong, to be accepted as a member of any significant for the individual (reference) group, a circle of people, for example, by educational status, professional affiliation, is also important. This is followed by a group of needs for recognition and respect for one's own competence from others, self-respect. And finally, at the top of the hierarchy is a group of needs for the realization of their capabilities and growth as a person, which is associated with the need to understand and know themselves, to reach the possibilities of self-development, self-management in accordance with certain priorities.

Thus, taking into account the above hierarchical structure of the needs of potential customers of educational services, we will highlight the main advertising arguments that apply to the final consumer of educational services - the personality of the student.

1. Economic:

the level of future wages;

the level of the scholarship in the course of study;

2. Social:

future social status;

public recognition;

the prestige of the profession received.

3. Prospects of international intellectual relations:

opportunities for communication with foreign students and teachers;

study and practice abroad;

international recognition of the diploma of an educational institution;

relevant employment opportunities.

4. Organization of the educational process and its provision

high level of classes;
 individual approach to students;
 the level of personnel, educational and methodological, library, software, technical, communication support.

5. Compliance with the requirements of your preferred lifestyle:

independence, independence;

interesting environment;

opportunities for cultural and professional growth, self-expression in scientific creativity, leisure and recreation.

When developing an advertising argument, one or more types of utility can be selected. In order to identify the presence of these needs in practice, as part of the qualification work, studies were conducted among students of the 11th grade. Tables 3.1. and 3.2. below show the results of surveys that clearly reflect the factors that influence the choice of an educational institution by future students.

The results of the survey conducted in March 2021 in the lyceum No. 88 of CHENGDU (the total number of respondents is 86 people)

Table 3.1. Reasons for admission to the university

Reason	Number of responses, %
Higher education is prestigious	14
I want to get an education in order to have a profession	76
To avoid joining the army	7
That's what my parents want	3

Table 3.2. Factors influencing the choice of a university by future applicants

Factors	Number of responses, %
Prestige of the university	16
Prestige of the profession received	43
Availability of a hostel	-
The cost of training	10
Is the university state -owned or commercial	28
Nothing	3

After analyzing the needs and requests of target audiences, we can conclude

that the most important criterion by which an applicant chooses a university is the possibility of obtaining a sought-after profession, obtaining a state-issued diploma of completed higher education, which will be recognized by the employer and will guarantee the employment of a graduate. In addition, the needs for respect and self-actualization are important, which can be realized due to the personal achievements of the future student in various events of the university.

This corresponds to the realization of all the above needs.

Therefore, Chengdu College of Arts and Sciences should convey to applicants the following important features of the university:

1. Availability of specialties that are in demand on the labor market;
2. The presence of a center for the employment of its graduates;
3. The presence of active scientific and creative activity at the university.

As for the specialties that are in demand in the labor market, here Chengdu College of Arts and Sciences should change the positioning of the university. It is worth emphasizing that graduates Chengdu College of Arts and Sciences can work not only in the field of education, but also in other technical and economic specialties.

For example, a graduate of the Faculty of Philology can work as a journalist. A graduate of the Faculty of Computer Science has a wide choice of future professions, for example, he can work as an IT specialist, a web programmer, a system administrator, a PC operator. A graduate of the Faculty of Psychology-in addition to working as a psychologist, can find himself in the field of personnel management, conduct personal training. The Faculty of Physical Culture and Life Safety is famous for its athletes who take prizes in various sports competitions. Therefore, students go to this faculty not only to get the profession of a physical education teacher, but also to build a sports career. In addition, graduates of the Faculty of Physical Culture and BJ can work as fitness instructors, this profession is not only in demand, but also has a good salary level.

It is particularly worth noting the Professional Pedagogical Institute, which really produces specialists of a wide profile. Such specialties as "Decorative and applied arts and design", "Computer Science and computer engineering", "Transport", "Economics and Management", "Production of food products and consumer goods" are able to attract applicants with their wide profile.

Thus, it is worth realizing that the positioning of the university not only as a pedagogical one can attract applicants. It is important to take this into account when planning an advertising campaign.

It should not be forgotten that for the successful promotion of educational services, the university must act as a kind of guarantor, i.e. carry out after-sales service.

After - sales service is an important part of maintaining marketing communications, which consists in "after-sales" customer service (providing specific guarantees for the service provided). The employment of a graduate acts as such guarantees.

One of the ways to promote the employment of graduates is the employment assistance center at the university. In fact, this structure is designed to establish interaction between the university and enterprises of various sectors of the economy. The university should strive to build partnerships with employers and employment services.

Such additional services can be an important argument for target audiences when choosing a university. It is necessary to talk about the fact that the university conducts such activities, helps graduates in their formation, in advertising and information materials, during meetings.

Also, additional courses will act as an additional argument in the direction of the university, for example, such as "Effective behavior in the labor market", the purpose of which is to master the technology of job search, employment techniques, self - presentation. To put into practice such events as " Graduate Day", group classes "Looking for a job". Job fairs, jobs and educational places, TV job fairs, career days in professional educational institutions are regularly held.

The presence of active creative activity at the university, in our opinion, is well implemented at the Chengdu College of Arts and Sciences and this argument should also be conveyed to applicants.

We have already found out what exactly (what arguments, competitive advantages) should be highlighted when building the marketing policy of Chengdu College of Arts and Sciences. Now let's find out how best they can be conveyed to the target audience. We need to develop an effective system for promoting educational services of Chengdu College of Arts and Sciences.

When building a marketing policy, it is important for us to take into account that there is no unambiguous dependence of sales volume on each (or separately taken) element of marketing communications (whether it is exhibition activities or public relations), to a greater extent they provide an overall result. Thus, the need for a well-thought-out, well-organized communication activity as a whole is confirmed, when the resources of each element of marketing communications are optimally taken into account.

The system developed by us has a comprehensive solution and covers almost all elements of marketing communications, i.e. it includes advertising development, public relations, special events, direct marketing.

Advertising of Chengdu College of Arts and Sciences.

Advertising appeals of Chengdu College of Arts and Sciences are standard.

They contain information about the educational programs offered, the availability of a license, and the duration of training. However, the best option for an ad, in my opinion, is one that combines meaningful information and an extraordinary appeal to the target audience.

Advertising and informational materials and corporate souvenirs of "mass demand" should be designed for a wide variety of target audiences who want to get general starting information about Chengdu College of Arts and Sciences. Such materials should be prepared for: holding meetings with schoolchildren, working at educational exhibitions, for holding various special events of the university.

The structure of information materials about the university.

1. General information about the university:

- The exact name of the university.
- Mission. Principles of corporate social responsibility.
- A brief history.
- Principles of activity.
- Achieved results, awards.
- Famous people of the university.
- Partners of the university.
- The position of the university in the market, positions in the ratings.

2. Information about educational services:

- Faculties and departments.
- Additional areas of educational activity.
- Additional opportunities for students/postgraduates.

3. Additional information for different target audiences

- Traditions of the university.
- Student life (leisure, sports, etc.).

As part of the qualification work, after analyzing the literature, we have developed principles that improve the quality of information and advertising materials:

The information should be figurative in nature. The modern era is the time of the image, the picture dominates the text. Moreover, the text itself is often created as a "picture" (for example, the game of fonts is both the content and the image, and as a result, a memorable integral desired image). The memory of target audiences stores a certain image, the universality of which is not only in specific details, but in a special feeling that allows/determines the act of recognizing and identifying your university in the competitive field in the future.

Of course, there should be information, but it should be necessary and sufficient. The traditional mistake is that the management of an educational institution strives to place as much important information about the university as

possible (advises to increase the factual content of the text, recommending to reduce the font and reduce the volume of photos, etc.). A large, overloaded text, most likely, will not even be awarded the attention of target audiences.

A balance of text and image is required. The text should be concise, but at the same time informative and expressive, correspond to the general style chosen for specific advertising and information materials.

The visual range must be of high quality, be specially prepared for specific advertising materials. A typical mistake is to collect "old" visual material or use random. It is important to organize special photo sessions, regularly collect and replenish the bank of visual material with high-quality samples.

Personalized nature of information about university employees. It is important not to show the official positions held by certain teachers, to formally demonstrate their regalia, but to strive to show the personality, the sphere of professional interests, to allow direct contact with the teacher (for example, the email address in agreement with its owner). Such practice in the preparation of corporate university booklets is found in many foreign universities.

Submission of press releases of Chengdu College of Arts and Sciences to local print publications.

This method of PR is the most economical, but at the same time quite effective. A properly selected press release will be able to beat any type of advertising.

A sufficiently effective press release is considered to be a press release containing an innovation. That is, an idea that has not been put forward before.

This press release will undoubtedly be criticized by the public, but by doing so, the university will make a huge advertisement for itself with the correct further organization of the PR campaign.

Cross-promotion.

It is also advisable to organize a kind of cross-promotion of educational services at the university itself. For example, to promote the services of additional education of Chengdu College of Arts and Sciences, it is necessary to include the "hidden" distribution of this advertising information in the scenarios of events held by the university. At the same time, use game, interactive techniques (organization of contests, lotteries, special awards or the establishment of a special prize).

Public relations.

Public relations is one of the key areas of activity within the framework of the university's marketing communications system, since their task is to build a harmonious two - way dialogue both with society as a whole and directly with the target audiences of the educational institution.

Within the framework of this marketing communication, the following issues

should be resolved:

The positive presence of the university in the information environment (China, regional, city); the presence of good publicity; a high index of the citability of key persons of the university.

The indicator of the demand for the university, a consistently high competitive score.

The presence of the university in the ratings.

A high degree of recognition and loyalty.

All these issues should be solved by the information policy department together with other structures of the university.

Direct marketing.

Target audiences can get the necessary starting information from advertising appeals. Their further choice depends on how much they have made sure as a result of personal contact (by visiting, talking, getting more detailed information already in the process of interpersonal communication "employee" - "representative of the target audience") that this is "their" educational institution (in spirit, in style, and not only by the availability of educational programs). Interpersonal communications, which are more related to the technologies of the so-called "direct marketing", are coming to the dominant positions.

Here are the main conclusions.

1. Brochures sent by mail have become the basic means of advertising ITP in China. However, this advertising tool turned out to be ineffective, because when using it, the accuracy of addressing is extremely important: if the market is defined too widely, any mailing becomes uncontrollably large and very expensive.

2. Advertising in the media turned out to be quite expensive, generally ineffective and did not bring the expected results. However, the author notes that this does not mean that the money was wasted: as a result of the campaign, the level of awareness of the public, i.e. many potential customers of the program, has significantly increased.

3. Oral recommendations are one of the most important channels of marketing communications. Moreover, the most effective recommendations are those coming from people who have already completed training. Thus, a successfully implemented educational program greatly facilitates marketing work for the next cycle of classes.

Thus, direct marketing is one of the key methods of promoting and selling educational services, since this is the specifics of this market - interpersonal communication is especially important here, the degree of trust in the source of information. If a representative of the target audience trusts the source of information (an employee of the university, a student, etc.), the service will be sold.

Hence the conclusion - it is necessary to form an "advertising agency". This

can happen explicitly-literally teaching university employees to "properly" communicate with target groups, or specifically creating such groups of advertising support for the university from its employees and students, paying them for this work; or implicitly-through the formation of a strong corporate culture, loyalty of internal audiences, in which the desire to share with your loved ones about what "we have a wonderful university" comes from the bottom of your heart and thus raises confidence in the source and interest in corporate information itself.

Since the university's budget is limited, the most acceptable option is the latter. Here it is worth paying attention to the organization of interaction with students to promote the university. Our task is to develop a project that would attract and motivate students to communication activities.

The project "class League".

The main idea of the project is to create a student team "class League" to promote the university. For effective promotion, you always need a source of information that has a high degree of trust in the target audience. One of such sources of information about the university is its students. It is they who can tell more vividly and interestingly about the life of the university, carry away the excitement of student life. There is another "plus" of such communication - students and future students speak the same language, so the result of communication is higher.

We have developed a project and a program for the implementation of the "class League" project. The offer to become a member of this team will be addressed to all students of the university, regardless of the faculty. The main motivation is the desire to represent the university, to gain new knowledge, to live an active student life.

The task of the project is to form not only an active, but first of all a competent student team with all the necessary skills to work in the field of corporate communications of the university. Training programs will be developed for the project participants and a series of master classes will be held on the history, traditions and educational directions of the university, the basics of advertising and public relations, marketing, the basics of journalism and business communication.

The competence of the Class League team includes representing the interests of the university at specialized exhibitions of various levels, organizing and supporting various special events, distributing advertising and information products of the university, information work during the admission campaign, career guidance of future applicants, conducting excursions around the university.

An important part of the project should be the dedication of the students of the "League class" to the official representatives of the university. Receiving this status from the rector's office will emphasize the seriousness and significance of the project for the university and the responsibility for the activities that students undertake.

The project should receive coverage in the press and in the university newspaper. Thus, the university becomes the first university in the city to create such a project and declare it.

As a conclusion, we generalize that the student advertising support team of the university "class League" will have various communication tasks and will carry out:

- presentation and advertising activities;
- career guidance work with potential applicants;
- organizational support of various special events of the university;
- work at all events of the university;
- work in the information service during the summer period of the admission campaign;
- promotion of the corporate identity and corporate traditions of Chengdu College of Arts and Sciences.

Motivation for students participating in the project "class League":

Gaining experience in presentation, advertising, information activities, the possibility of expanding the future field of professional activity.

Participation in special master classes, obtaining additional knowledge in the field of marketing, advertising, organization of special events, business communication and presentation activities, the history of the university.

Participation in the development of advertising and image products of the university, corporate identity, advertising slogans.

Gain experience in organizing and conducting special events.

Developing creative skills and creating your own portfolio of creative ideas.

Receiving letters of recommendation from the university based on the results of the work and assistance in finding employment.

Special events of Chengdu College of Arts and Sciences. Special events are one of the main elements of marketing communications. Therefore, it is important to properly plan every event that takes place at the university. It is important to remember that the emphasis should be placed on emotional means, corporate messages should be organically included in the holiday scenario, promotion should be carried out indirectly, correctly, without using direct advertising appeals. When target audiences become participants of bright, interesting events, corporate information is remembered at the level of emotions. Chengdu College of Arts and Sciences has a number of traditional events that are firmly embedded in corporate life.

At the same time, it is necessary to expand the audience of holidays by inviting, for example, school graduates to corporate events.

It is advisable for the university to form a map of university events, which will make the corporate culture stronger and corporate life more saturated. Special events

of the university are sources of positive information, but it is also important to promote the events themselves, generate interest in them, advertise (give an announcement of the event in the media, post information on the corporate website). It is worth remembering that the feeling of a rich, bright student life is the most important component of forming loyalty and commitment to the university.

Taking into account the fact that it is necessary to promote the successful work of the Chengdu College of Arts and Sciences Employment Promotion Center, we have developed a special event "30 best graduates - 30 best companies of the city".

The project "30 best graduates - 30 best companies of the city".

The task of the project was to position the university as a university that trains specialists in a wide educational spectrum (since the stereotype of treating the university only as a pedagogical one is still quite strong). The idea of the project is that the university selects and transfers its best graduates to the leading companies of the city, thus demonstrating its educational opportunities, inviting employers to directly cooperate with the university in recruiting personnel, helping talented graduates find their place in the profession. The project is complex, but very promising both in idea and in meaning.

The text of the project: "30 best graduates for 30 best Chengdu firms" is an image project of the Chengdu College of Arts and Sciences.

The target audience of the project is graduates of 2021 and representatives of organizations (directors, managers, heads of personnel departments, etc.) in various professional fields: business, culture, art, social sphere, scientific and technical field, etc. If the results are positive, it is planned to make this project an annual one and expand the number of participants. The project will also result in the creation of an effectively functioning labor exchange Chengdu College of Arts and Sciences , which will provide additional opportunities for both students and employers.

Project objective:

1. Positioning and popularization of the image of Chengdu College of Arts and Sciences as a university that trains highly qualified specialists in demand for all branches of professional activity.

2. Improving the status and prestige of Chengdu College of Arts and Sciences through the effective work of graduates.

Project objectives

- establishing partnerships with representatives of various spheres of society (state, commercial, non-profit);
- creation of a partner base of potential employers;
- stimulating students to high-quality studies (granting the right to participate in the competition for the title of the best student of the faculty with further promising employment);

- positive motivation for applicants when choosing a university (the university's interest in the fate of the graduate, his "support" in the professional environment, when the university acts as a personal guarantor of the " quality " of the graduate);

- employment of the best graduates of various faculties of Chengdu College of Arts and Sciences;

Stages and directions of the project implementation.

The project is carried out by employees of the marketing department of Chengdu College of Arts and Sciences. Work on it takes place simultaneously in three directions

work with students;

working with potential partners;

work with the media.

The following stages are distinguished during the implementation:

1. writing press releases for the target audience of the project;
2. writing and-sending press releases to the media, searching for information sponsors;

3. search for students-applicants-distribution of proposals for deans of all faculties;

4. forming a partner base by means of:

visiting job fairs;

direct marketing;

activation of the existing base of the university (professional relations at faculties, departments);

cooperation with recruitment agencies;

internet resources.

5. selection of students in several stages:

at the faculties;

interview with the curators of the project;

interview with employers;

6. preparation of the solemn ceremony of "handing over" students to their employers:

preparation and distribution of personal invitations to students and partners;

selection of photos of graduates for the period of study at the university and by the time of graduation for the design of the hall;

media invitation;

design of the hall;

preparation of special diplomas for graduates and employers;

7. holding a solemn ceremony of graduation of students and handing them

over to employers;

8. dissemination of information about new opportunities for students of Chengdu College of Arts and Sciences in reference books on Chengdu universities, duplication of information on all faculties, the university website and in the newspaper;

9. analysis of the effectiveness of the project: monitoring the media, organizing and holding a meeting with graduates and employers in six months;

10. if the result is positive, plan the project for the next year and position it as a traditional one.

Organization of Open Days.

Open days are held by all educational institutions. During this event, there is little to surprise you with. Chengdu College of Arts and Sciences holds open days every month. A week before the start of the event, you should notify about the event with the issuance of leaflets, brochures, invite successful graduates of this university, student activists who meet guests at the entrance to the institution.

Communication activities within the framework of the admission campaign have stages. A local advertising campaign can be conducted at each of the stages. At the beginning of the calendar year, as a rule, the first stage is launched: work at exhibitions, meetings with schoolchildren, preparation of information about the university and its educational services, placement of information in reference books, work with Internet resources.

The second stage is the holding of a series of Open Days.

The effectiveness of admission campaigns will increase if you build them conceptually, laying a certain idea in their foundation, appealing to the emotional, and not only the informational component of the project.

The primary objectives of these campaigns are to work and as a result - a "good" set of students for the new academic year in various educational programs; strengthening the reputation and developing the image of the university; increasing the prestige of the university, promoting new educational programs.

It is possible to solve these problems most effectively by creating a space of a lively open dialogue between the university and the applicant (parents, guests). Therefore, creating an informal, comfortable and creative atmosphere of communication can be the main conceptual idea of the campaign.

To implement this idea, we have developed a project "Presentation of faculties". Information and advertising support for the project should be carried out through several media channels. For example, schools should receive invitation cards for this event, posters should be posted around the city indicating the date, time and name of the program. Every day of the work of the admissions committee should be dedicated to a particular faculty, so that all faculties can tell about themselves using

the techniques of business games, demonstrating the scientific and creative achievements of students and teachers.

A special interior design allows you to create an emotionally warm atmosphere, which, on the one hand, sets a positive mood, and on the other hand, speaks about the interests and professional realization of university students. There must be some kind of exposition unfolding here. For example, an exhibition of author's student photography "My University" or an exhibition of paintings by a children's art studio run by a university graduate.

During the summer period of the admission campaign, an information service should be organized, which would be located at the entrance to the admission commissions of the faculties. The members of the "Class League" team would work in the information service. Students will have to welcome visitors cordially, answer any questions and just communicate with applicants in a friendly way. Students of the "class League" team conduct career guidance work, since many applicants do not know at which faculty they can get the specialty they are interested in, or have not quite decided on its choice. The task of the students of the "League class" in this case is to do so (tell, explain, convince) so that the applicant chooses our university. Students offer various information materials about the university, faculties and additional educational opportunities existing at the university.

Every day, at a certain time, a tour of the architectural and park complex of Chengdu College of Arts and Sciences should be made for everyone. Thus, all areas of communication activities will be focused on the formation of a positive attitude towards the university both from the target audience and in the eyes of the general public.

Creation of the marketing service of Chengdu College of Arts and Sciences.

In conclusion, I would like to say that the management of the university's communication activities is possible when creating a structure or department that will carry out this activity. Chengdu College of Arts and Sciences, as it is known, has two departments engaged in marketing activities - the department of information policy and the department of pre-university education and career guidance. Unfortunately, these two departments exist independently of each other, although by combining their efforts they could achieve great results in promoting the educational services of the university.

I would also like to say a few words about the information service of Chengdu College of Arts and Sciences. Here it is necessary to strive for a high level. Various information necessary for target audiences should be available,

Uncoordinated actions of information services lead to image and financial losses, since a representative of the target audience from a competitive field has already chosen your university, called/come and instead of fixing this contact (the

first result of advertising paid for by the university), sometimes there is a complete loss of it (as a result of "not getting through", received a rude answer, etc.). It is considered expedient to conduct regular audits (for example, control calls to those phones that are present in advertising materials, etc.) in order to test how and what information an educational institution offers to target audiences.

Ideally, a kind of "information hotline" should be created at the university, where by calling/coming/sending an email, a representative of the target audience could quickly and with emotional comfort get the necessary information.

Chengdu College of Arts and Sciences attaches importance to the connotation construction, strives to build the quality of teachers, teaching, schooling and other conditions, and actively thinks and acts in improving the marketing station and strategy of the college. Specific performance in the following aspects.

1、 Teaching team construction still needs to be further strengthened

Chengdu College of Arts and Sciences has always attached great importance to the construction of the faculty, increase the introduction of talents and faculty training efforts, and achieved remarkable results, the number has steadily increased, the structure has been optimized, the development trend is good, can effectively meet the needs of undergraduate teaching, but there is still a certain gap from the requirements of the school's transformational development and construction, mainly in the relative lack of high-level faculty, the number of high-level talent is not enough. Therefore, the university should make further efforts in the introduction and cultivation of high-level and high-level talents, increase the introduction and cultivation of teaching and research teams, cultivate a number of leading talents, and improve the overall level of the faculty.

2、 The school conditions need to be further improved

In recent years, Chengdu College of Arts and Sciences has always taken the improvement of school conditions as a practical project for teachers and students, and has accomplished many important things that it wanted to do in the past but failed to do, such as installing air conditioners in the offices of faculty and staff, installing air conditioners in the cafeteria, and building new student dormitories, etc. However, with the expansion of school scale, the upgrading of school level and the transformation of development, the existing school conditions can hardly meet the requirements of rapid development. However, with the expansion of school scale, the upgrading of school level and the transformation of development, the existing school conditions can hardly meet the requirements of rapid development. Therefore, the school will coordinate planning, open source and cut costs, and effectively increase the investment in the construction of teaching and research conditions to improve the school conditions. Further strengthen the construction of experimental and practical training conditions to ensure the needs of training applied talents; further strengthen

the construction of information technology, accelerate the pace of network course resources, and promote the construction of smart campus; increase the classroom renovation efforts to significantly improve the classroom environment and teaching facilities.

3、 Brand and characteristics still need further refinement

(1) Continuously exert the infiltrating effect of cultural education on undergraduate education and teaching, strengthen material culture and create a good environment. Further promote the construction of campus cultural facilities and cultural carriers, integrate the school's philosophy and characteristics into their construction, strengthen the role of subtle education, optimize the library, art museum, ecological campus environment, build a "green, humanistic and intelligent" campus, and form a campus environment of "fragrance of books, ink and flowers". The campus environment is "fragrant with books, ink, and flowers". --- Further strengthen the construction of teaching conditions. Further strengthen the construction of faculty, disciplines and specialties.

(2) Improve the institutional culture and regulate the development tension. In accordance with the philosophy of running the university, adhere to the principles of science, operability and relative stability, further build and improve the "people-oriented, management services" system of operation, development, management and incentive systems, to stimulate and regulate the behavior of all teachers and students, to form a system of arts and science characteristics that contains the cultivation of people, quality services, and efficient operation To promote the construction of modern university system. Further deepen the construction of the spirit of arts and science, gradually deepen the connotation of the spirit of arts and science from the school emblem, school motto, school song, school philosophy, school purpose, etc., further condense the characteristics of the spirit of arts and science, and build a "kimchi jar" type of immersion campus spiritual culture system. We will further enhance and expand campus cultural activities such as student clubs, publications of secondary colleges, science and technology culture festival, aesthetic education school and lecture hall of famous artists, further strengthen the cooperation with the poetry magazine "The Star", further strengthen the construction of cultural brands with the characteristics of literature and science such as the popularization base of calligraphy art and social science and the folk song institute, optimize the three-dimensional network of campus culture, and create a cultural education environment that shows the characteristics of literature and science.

4、 Professional cultivation ability needs to be further built

(1) Continue to improve the talent cultivation mode. According to the "Notice on a new round of education system mechanism reform pilot issued by the Office of Sichuan Education System Reform Leading Group", the school declared and

established a new round of education system mechanism reform pilot project in Sichuan Province with "Building a whole-person education application-oriented talent training model". The reform pilot project focuses on top-level design, discipline layout and professional distribution, curriculum system, teaching mode, teaching platform, faculty team, evaluation system, quality assurance and university culture, to build and improve the "whole-person education + application-oriented" talent training model and promote talent training reform.

(2) Optimize the cultivation program. According to the National Standard for Teaching Quality of Undergraduate Programs in General Higher Education Institutions, the university issued the Guidance on Revision of Talent Cultivation Program of Chengdu College of Arts and Sciences, and carried out a new round of adjustment and revision of talent cultivation program according to the basic principles of "one insistence, one prominence, two combinations and two adaptations". "One insistence": insist on the comprehensive development of moral, intellectual, physical and aesthetic development; "one prominence": highlight the "whole-person education + application-oriented" talent training; "two Combination": combining theory and practice, combining knowledge transfer and ability cultivation; "two adaptations": adapting to the needs of local economic and social development, adapting to the needs of students' overall development. In the process of adjusting and revising the talent training program, the second-level colleges are required to, on the one hand, go deep into enterprises (industry) and institutions to conduct research and understand the demand for talents, and on the other hand, invite experts from relevant colleges and universities in Sichuan Province and enterprises (industry) in provinces and cities to participate in the demonstration and widely absorb scientific and reasonable opinions and suggestions. According to the characteristics of each major, the practical teaching is highlighted, the content of practical teaching is enriched, the proportion of practical teaching credits is increased, the proportion of practical teaching in literature, law, management, economics and education majors reaches more than 25%, the proportion of practical teaching in science, engineering, art and sports majors reaches more than 30%, the duration of practical training in science and engineering is at least 36 weeks, the duration of educational internship in teacher training is at least 12 weeks. The duration of internship training for science and technology is at least 36 weeks, and the duration of educational internship for teachers is at least 12 weeks. In order to strengthen the practical ability of students, we will continue to do a good job in declaring and auditing the credits of innovative education and practical education.

Conclusions to chapter 3

1. Through an analysis of the relevant literature, we have developed and proposed recommendations for improving the marketing strategy in Chengdu College of Arts and Sciences. In our opinion, direct marketing is one of the key methods of promoting and selling educational services, since this is the specifics of this market - interpersonal communication is especially important here, the degree of trust in the source of information. If a representative of the target audience trusts the source of information (an employee of the university, a student, etc.), the service will be sold.

2. Chengdu College of Arts and Sciences attaches importance to the connotation construction, strives to build the quality of teachers, teaching, schooling and other conditions, and actively thinks and acts in improving the marketing station and strategy of the college. Specific performance in the following aspects: teaching team construction still needs to be further strengthened, the school conditions need to be further improved, brand and characteristics still need further refinement, professional cultivation ability needs to be further built.

CONCLUSION

In the market economy, the survival and development of an organization cannot be separated from the effect of brand. A good brand can revitalize an enterprise and drive a party's economy. From a worldwide perspective, in today's increasingly competitive market, in addition to science and technology is still indispensable, is the market occupation represented by the brand. In the era of brand competition, enterprises must be required to focus specifically on brand management, focus on brand marketing, shape the brand image and enhance their competitive strength.

Broadly speaking, the education brand is the sum of the school's name, logo and the various elements that provide education services and cultivate education consumers. It is a huge intangible asset of the university, which will bring substantial added value to the university and form a brand effect once it works. If a university has a high degree of social recognition, its social reputation and status will remain relatively stable for a long period of time, and it will get corresponding social resources to consolidate its status. Universities with good brands can attract higher quality faculty, their products are in short supply in the market, the student population will be more adequate, and the university can get more research grants, etc. In this way, the university will enter a virtuous circle. Therefore will, higher education institutions should be brand conscious and pay attention to protect their already built brands. At present, it seems that our universities have not yet formed a consciousness to establish their own brand concept. Although there are some famous universities in China like Beijing University and Tsinghua University as the representative of some universities, but compared with developed countries, our school history is short and our quality is not as good as others, that is, there is no brand. Since the owner of the brand can continuously obtain benefits by virtue of the brand, we say that the brand has value. It is invisible and intangible, but it directly creates a large amount of excess benefits for the school. For example, Oxford University in England is almost the oldest and most famous university in the world and still enjoys a very high prestige in the field of education. Today's corporate market ranks brand value, and the higher education sector should be aware of this as well. It will promote competition among schools, and this is exactly what will drive them to the market.

The implementation of brand strategy in colleges and universities is to make colleges and universities face the market, face the future and face the society to determine their overall advantages and characteristics, to develop the market continuously through such factors as excellent talents, special disciplines and famous teachers, to seek educational and economic benefits, and to make the characteristics of the school get the general recognition of the society. Of course, in the process of building college brand, it cannot be separated from the law of education and the

characteristics of talent cultivation.

The tangible products of colleges and universities are graduates with certain knowledge and skills, and the professional specialties of students are the functions of such products, while the name of each college or a faculty is the brand of such products. Brand is a mark to measure the quality of college products. To create college brand, we should base on the actual situation of our university, focus on the market, choose the mother of brand "product" - professional, and cultivate "first product" with certain competitive advantage.

1、 Accumulation and enhancement of brand value

The value of the brand ultimately comes from the quality of the product. The quality of the products of higher education depends on its teaching quality. Although everyone is talking about the scale, structure and efficiency from higher education. However, quality is the lifeline of higher education. Therefore, improving the teaching quality of colleges and universities is the fundamental way and long-term measure to accumulate its brand value. And the premise of improving education quality is to change the traditional single quality concept and establish a diversified quality view. Different types and levels of higher education institutions should have different quality standards, instead of adopting a single, unchanging quality evaluation standard. Different types and levels of schools are of high quality as long as they run their own characteristics and cultivate talents who can adapt to the society.

To build a new type of higher education quality monitoring system, to ensure the continuous improvement of higher education quality by formulating national standards for different levels and types of higher education, forming an all-round and three-dimensional evaluation and monitoring network with independent intermediary evaluation agencies and industry quality certification as the core, and the organic combination of national, regional and higher education schools, universities should pay attention to the quality of education Output evaluation, further improve the internal quality monitoring system of schools, evaluate and monitor the teaching process and the quality of graduates, colleges and universities should increase the updating of teaching contents, impart the latest knowledge to students, keep students abreast of the development of frontier disciplines, change the teaching mode of single impartation in classroom, make the teaching of knowledge and the cultivation of students' ability equally important, and form a positive interaction between teachers and students. At the same time, the incentive mechanism of teachers is established to build a team of teachers with high quality, knowledge of business, management and high theoretical level, so as to promote the improvement of teachers' teaching quality. Therefore, under the condition of market economy, each university can only lay a solid foundation for creating famous brand schools by improving teaching quality and

devoting to the improvement of product quality and optimization of combination structure, so as to obtain better economic benefits and cultivate better and more talents for the society.

The products of higher education will eventually serve the society, and the quality of its products will eventually be tested by the society. Adhering to the policy of combining industry, university and research can enhance the affinity between universities and society, provide more opportunities for universities to participate in market competition, make the scientific research achievements of universities get tested by society, and promote the generation of high-tech achievements and conversion of achievements of universities. The process of colleges and universities serving for the society is also the process of social cognition of colleges and universities and testing of colleges and universities. Through such a process, the scientific research achievements and graduates of colleges and universities will be enhanced in the society, and the influence of schools in the society will be further expanded, which will help to shape the image of the brand and enhance the value of the brand.

Universities can also take the initiative to provide more services to the society with the advantage of their knowledge resources and try to build a good social reputation. The university should diversify its business, not only to train students, but also to further strengthen the image of the brand with scientific and technological participation and joint profit-making activities with enterprises, creating science and technology parks in alliance with enterprises; actively participating in social welfare services (such as financial support for poor students, maintaining good relations with the government and society and individuals, etc.). It can also take the initiative to provide various forms of educational services to the society while playing the role of general higher education, such as holding various public welfare consulting activities according to the characteristics of their disciplines and specialties, etc. This can make teachers and students get exercise and show the brand image of colleges and universities to the public, so as to improve the reputation of the school in the education and business circles and lay a solid foundation for gaining advantages in the competition.

Colleges and universities must know how to operate the brand effectively and do it seriously from every aspect of teaching and scientific research, which will surely produce a qualitative leap after a period of accumulation and make the brand of colleges and universities play a role in the market competition.

2、Strengthening of brand effect

Colleges and universities should try their best to contribute to the social and economic development of the location, and at the same time, they should plan carefully and make good use of various means of communication to take the initiative

to promote the school, make the society know the school and accept it, so that it can get enough attention and recognition, improve the reputation and prestige of the school, and strive for continuous support from outside. While doing a good job of designing and promoting the brand, we regularly audit the strengths and weaknesses of the brand and make an assessment of the brand effects. We should also pay attention to the extension of products, implement brand differentiation strategy, and provide different scarcity to consumers with different needs, as no university can possess all the best resources, so we should actively establish and develop knowledge-based strategic alliance.

At the same time, universities should also be aware of brand protection. In order to keep a good brand and not to be infringed or used, the most fundamental thing is to seek legal protection, and the most traditional and effective means is to seek trademark registration. For example, the brand of Tsinghua University has more than 300 companies, schools and enterprises using the name "Tsinghua" according to statistics. Another effective way is to strive to become a well-known trademark, so as to receive special protection under the law. Especially when we are about to enter the international education market, the awareness of this aspect should be strengthened, otherwise, the loss will be incalculable. Therefore, strengthening the brand building of higher education is the key point and breakthrough in the implementation of marketing strategy of higher education.

In addition, schools have to pay attention to the communication with many publics. Since the final consumers of higher education are society and employing institutions, the tendency of society and employing institutions will have an impact on the direct consumers of higher education. Therefore, college marketing should be devoted to improve its image in the public and take effective communication means to convey the relevant information of the school to the society in order to attract the attention of the society and expand the popularity of the school, so as to establish a good image of the school and improve its popularity and reputation, which is the result of the test.

In a word, the marketing of colleges and universities insists on the basic principle of "win-win" and the premise of "maximizing social benefits" to do a good job in marketing of all related subjects, create the brand of colleges and universities, shape a good image, promote the innovation and continuous improvement of educational products, and finally enhance the core competitiveness of schools. It is of great significance for the development of the university.

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