

VII. PUBLIC RELATIONS AND ADVERTISING

VII. PR И РЕКЛАМНЫЕ ПРОЕКТЫ

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ADVERTISING AND PR OF MODERN ONLINE EDUCATION

***Abstract.** Educational marketing is primarily the marketing of educational services. This article considers such factor as advertising of education during a global pandemic. In this issue the following things are considered: analogues of traditional education, the goals and objectives of advertising activities in the field of education, ways of promotion and advertising of online-education, and also social networks as the main channel for promoting online educational services.*

***Keywords:** applicant, higher education, general education, online, advertising of education, educational services, online education, students, promotion, social media.*

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РЕКЛАМА И ПИАР СОВРЕМЕННОГО ОНЛАЙН ОБРАЗОВАНИЯ

***Аннотация.** Маркетинг образования – это преимущественно маркетинг образовательных услуг. В данной статье рассматривается такой фактор, как реклама образования в период глобальной пандемии, рассматриваются аналоги традиционного образования, цели и задачи рекламной деятельности в сфере образования, а также способы продвижения и рекламирования онлайн-образования. Социальные сети – как главный канал продвижения онлайн-образовательных услуг.*

***Ключевые слова:** абитуриент, высшее образование, общее образование, онлайн, реклама образования, образовательные услуги, ученики, продвижение, социальные сети.*

Education is one of the most important values of humanity. From birth to the end of life a person learns something new, improves himself. And if children are sent to the nearest school, where they receive a general education, then the further educational institution is chosen by the child himself on the basis of his preferences and interests,

and often teenagers leave their hometowns in search of a better college or university and a better education. Therefore, universities in all countries now experience fierce competition, especially universities in large cities, and the struggle for applicants has become an integral part of their daily life.

Not so long ago the whole world was affected by a global pandemic, in connection with this almost all education urgently had to be transferred to online mode. Thanks to this, online education began to develop rapidly, becoming more and more popular.

After analyzing and summarizing the activities of educational institutions in need of advertising, we can identify the following goals and objectives of advertising activities:

1. Sociability of the educational institution.
2. Creating and maintaining a positive image.
3. Creating a well-known educational institution.
4. Relationship with partners (searching forms of cooperation; exchange of information; implementation of joint educational programs).
5. Interaction with competitors (maintaining good relations, exchanging information, building mutually beneficial interaction schemes).
6. Advertising support for the regional policy of the educational institution (relations with the regions).
7. Interaction with business (practice, distribution of graduates).
8. Fundraising for educational purposes.
9. Work with consumers.
10. Work with staff [5].

These goals and objectives will help to analyze advertising not only for educational institutions, but also for online education.

One of the most popular online schools is Skillbox. Despite the issue that the company was founded in 2016, it became very popular in March 2020 as a result of the fact that most of the country's population had to stay at home. Skillbox is not a complete

analogue of higher or secondary education, as it provides only courses, but already most students study at this school along with studying at the university. The school offers its students more than 260 educational programs in five areas, and it can take up to several years. At the end of this school a student is awarded a diploma, which, unfortunately, is not quoted in all companies. The time will pass when the courses are able to compete with higher education, however, as Skillbox itself says at the end of studying students will be officially employed.

But more recently, or rather in August 2020, Skillbox entered into cooperation with RANEPА, and they jointly launched an online bachelor's degree in «Data Science & Machine Learning» [4]. Thus, RANEPА became the first Russian university to have a fully online course in its program, after which students will receive a state diploma. Skillbox has become popular for some reasons: in the midst of the pandemic the number of advertising platforms on such well-known platforms as YouTube, Instagram, TikTok and many others has increased. Since the target audience of an online school is students and schoolchildren, the choice of such platforms for advertising is justified: the majority of people of this age is concentrated there.

Skillbox is not a full-fledged substitute for general, secondary or higher education, but there are also those that are completely distant. One of these is the «Algorithm», which teaches not only the Russian educational program, but also the American and British ones. The school is licensed by the Moscow Department of Education, accredited to teach the American program, and accredited to conduct the British national GCSE A-level exams. As well as students of grades 9 and 11 can prepare for the Basic State Exam (BSE) and the Unified State Exam (USE), which «Algorithm» has now also transferred to online mode [3].

One of the largest online platforms, Coursera, is represented by the world's leading universities, which also include Russian universities (for example, MSIIR and MIEP). This platform has a huge advantage over the before mentioned Skillbox: it gives quotable diplomas [2].

We talked about some representatives of online schools and universities, now let's talk about their promotion. In the context of the epidemiological situation around the world the demand for online studying is beginning to gain momentum. The number of schools and universities providing distance education is increasing, and at the same time competition is growing. In such situations it is suggested to do the following:

1) Special attention should be paid to social networks.

As already mentioned above, most young people use various social networks. Thanks to the advertising of individual posts, you can get a good influx of interested audience. The most successful network for promotion is Instagram: there is a huge number of people from different parts of the world (which is not a problem for an online school, but on the contrary - one of the advantages), there is personalized advertising (your advertising will be shown only to those people who may really be interested in it). According to statistics in 2020, Instagram is among the TOP 3 most popular networks of the year and has about 1.08 billion active users [1]. For good promotion, in addition, you need to be able to organize a social network properly: post all the necessary information, add contacts, periodically post posts and reviews from students in order to attract a new audience.

2) Advertising: targeted, contextual, advertising from bloggers and opinion leaders.

Undoubtedly, paying attention to social networks is very important for promoting an online school/university, but it will also be equally important to pay attention to advertising. The topic of advertising was slightly touched upon, but it was more about advertising a social network, which will only help to learn about the existence of such schools or universities. The site will also help to optimize all the processes related to online payment, receiving feedback, as well as a huge amount of useful information, and advertising such a site will be more convenient than advertising various social networks.

Advertising for bloggers is quite effective, but not a reliable option: an unjustified number of views, a downed schedule for the release of advertising, because

in one wave advertising can shoot, in another – fail. That is why targeted advertising is one of the most reliable ways to advertise not only online schools, but also something else. It can become a kind of safety net in case of failure of advertising from bloggers or opinion leaders.

Taking into consideration, for example, the same online school Skillbox, during the pandemic, it was one of those which decided to use such time for its own advancement. Advertising of this platform was literally everywhere: bloggers of various social networks, TV ads, banners on websites, etc. That is why this online school is now so popular.

Online education is undoubtedly very popular now, and it also has the potential for the future. With such pace of development and promotion of education to the masses, we will most likely begin to switch completely to online education quite soon, even when the pandemic subsides. Online education not only requires less costs (both physical and monetary), it is very convenient and practical, as students have more time for themselves and their hobbies, for self-development. That is why it is necessary to invest in the field of online education right now, it is necessary to start developing and advertising it, because our future is behind it.

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