

## **Integrated marketing communications in educational sphere**

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**Abstract:** the article investigates the paradigm of Integrated Marketing Communication and their main features. The author explains concept of Integrated Marketing Communication on the practical example in educational sphere.

**Keywords:** Integrated Marketing Communication, advertising, PR, Sells Promotion, Unique Selling Proposal, Synergetic effect.

In the modern informational society the market development is explained by informational change, The decisions are made basing on the informational change due to the structuring and the rating. Any marketing process begins with the definition of the target audience needs and identifying possible ways for their satisfaction.

According to the definition of the American Association of Advertising Agencies, integrated marketing communications (IMC) is the conception of marketing communication planning, which appraised from the strategic role of all marketing instrument like advertising, sales promotion, PR and their optimal coordination for maximization of the communication effectiveness by the integration of all messages and for achievement the synergistic effect. The synergistic effect is an effect arising between integrated marketing and advertising actions of different types, combined by one goal, and because of it general effect of influence can be bigger than any one of them (Burnett, 2001).

Integrated communications includes repetition of one message presented for a consumer in different ways. Of course, the message type changes depending on the form of presentation, that is why it is possible to achieve different effects. First of all, the intensity of influence increases, because with help of some information traffic it is possible to make much more contacts with a consumer, than in the case of using only one. Besides, using different communication channels coverage of audience becomes bigger, because there is no any existing information traffic with 100 percent coverage. Moreover, using several information traffic adds some effect of novelty to the message (Esipova, 2012).

Nowadays the formed marketing practice needs planning multimedia advertising campaign in single scheme. But in media planning area there is a historically formed approach based on separated advertising planning in the media of different types. Thus, modern marketing is situated in the process of developing further ways of extension.

External environment conditions, where IMC are being realized, depends on socio-cultural environment.

Great Russian practice of using many European standards in all areas often don't suit native realities. Public health services, human services and education are the most typical fields of the implementation of the practice. Nowadays, the sphere of education is one of the most flexible, and it will be inevitably changed because of the requests of Russian economics. But the tendency of Russian Universities to increase the number of appliance and the wish to enter the World Leader List are steadily growing. National Research Tomsk Polytechnic University is already included in The Best 500 Universities of World List and also aspires to enter The Best 100 Universities of World List. In October 25-26, 2013 on the council meeting of competitive recovery of Russian main universities, it was agreed to offer governmental support in promotion NR TPU to The Best 100 Universities of World List as one of The Best 12 Russian Universities (Baskov, 2012).

The Russian education reform has been carried out since the 1990s. Its main directions is the orientation on personal development of students, formation of skills, competitions, the educational standardization for the succession of educational program and unification educational space, the

transition on multilevel system of higher education and introducing single government exam as the combined form of final examination and the entrance test to universities. TPU is re-organizing internal structure, unifies students units and allies faculties into the institutes, thus building a unified system of educational institutions with generalized standards of training. A logical extension would be to create a unified marketing strategy to promote the educational services of the institution.

Marketing of educational services has always been a fairly specific area of marketing in general and Russian marketing in particular. Such characteristics as the intangibility of services, a wide range of choice of seats for admission at a low differentiation of service quality, a high degree of competition and, as a rule, small budget for the construction of marketing communications with consumers, are largely determined by the development of this sector. Therefore, there are used two or three marketing tool to promote educational services and quite disparate strategies (Esipova, 2012).

For example, advertising of the National Research Tomsk Polytechnic University as the main selling factor makes the priority of technical specialties and focus on a safe future. On the one hand, the Target Audience of NR TPU is applicants and, on the other hand, - their parents, especially in the case of the provision of educational services. In the university PR campaigns the basic idea is the desire of young people to help the world, the importance of using each of them. These ideas are often presented by the laying on tape at the Eternal Flame, sporting holidays, Mardi Gras, etc. For sales promotion it announces the selection of the low places, the possibility of preferential admission to certain categories of people and positioned the loyalty of the university and its location to the applicants. Loads of nice features, but the absolute fragmentation of the facts suggests a rather low effect in the sum, since applicants trust the opinion of their friends and parents. Nowadays, when the fully valid functioning of the educational institution requires strong relationships with the audience, and the market is glutted with services of private and public character, educational service marketing requires implementing of the new strategies. Integrated marketing communications can be such a concept (Baskov, 2012).

The examples of IMC in advancing educational services can also be found in Russia, although to a lesser degree than abroad. In the National Research Tomsk Polytechnic University on the basis of the Institute of Humanities, Social Sciences and Technologies, a new master program "Information Technologies in advertising and public relations " started up in 2013. The main feature of this program is the novelty of the services offered in Tomsk region and at the same time - the presence in the Russian market offers services of similar type. The primary marketing objective was to promote the program among the graduates of Tomsk universities with a minimum budget for an advertising campaign.

The strategy of IMC was chosen to promote the campaign. The target audience of the product was young people from 22 to 35 years, graduates in occupations related to the information technology or advertising, as well as employees of advertising agencies who want to get an education for career advancement.

The following main marketing tools as outdoor advertising, online advertising, PR, direct-mail, items of personal selling and sales promotion were selected for working with this audience. These tools provide the most comprehensive coverage. Limited budget does not allow an extensive advertising campaign for the specialty, and in fact it was mainly due to advertising to inform the target audience. However, using the IMC, advertising performed only its informative function, allowing to optimize the ratio of costs and effects. Advertising was given a relatively small role. Informing was carried out through advertising and sustained interest by the PR in social networks, an idea promoted by the direct-mail, and PR. The whole strategy of promotion went under a single ideology, colors, slogan and Unique Selling Proposal. As a result in record time there was formed the first group of trainees who successfully started training in the current 2013-2014 school year. It is the using of integrated marketing tools makes possible to achieve the desired effect. Thus, the prospect of further development of the educational market is in close connection with the use of integrated methods of promotion.

Thus, the IMC can be called a new way of analyzing the whole system when we see only a few disparate components - such as advertising, PR, sales promotion, procurement, communication with employees, etc. The main features of the IMC, such as following the single strategy, adapting to the conditions and consistency, provide an unusually high result of the apparent simplicity. This approach allows us to coordinate all forms of communication, to take a look at them through the eyes of the

consumer - as the flow of information from the undifferentiated sources. Now IMC is not a new trend in marketing and advertising, but rather an approach of forming media - advertising and brand strategy and one of the most promising.

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