



 Research Article

PROSPECTS FOR DIGITIZATION OF THE MARKETING DEPARTMENT OF AN EDUCATIONAL INSTITUTION

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Atajonova Saidakhon Borataliyevna

Associate Professor Of The Department Of Information Technologies, Abdurashidov Muslim, Master's Student Of Group M-31-22 Andijan Machine-Building Institute, Uzbekistan

ABSTRACT

The article examines the prospects for digitalization of the marketing department of an educational institution, taking into account modern trends in the digital environment. The authors explore the benefits of introducing digital technologies into the marketing strategies of educational institutions, identifying their impact on attracting students, improving communications and building a brand. The article also discusses the challenges and possible risks accompanying the process of digitalization of marketing in the field of education.

KEYWORDS

Digitalization, marketing, educational institution, digital technologies, attracting students, communications, branding.

INTRODUCTION

The need for breakthrough growth and strengthening the competitiveness of universities at the current stage of development of national higher education requires the implementation of systemic and long-term efforts to find and implement strategic competitive advantages that

can radically increase the efficiency of interactions within the marketing systems of regional markets. Among the most promising areas that promise a large-scale effect from the use of modern regional universities as part of the marketing function is the prospect of

digitalization of marketing and operational processes, available at the current stage of development of university digital infrastructure and electronic scientific and educational environment.

The trend of the “digital revolution” in domestic education is at the initial stage of maturity, characterized by fragmentary organizational impulses and initiatives, the absence of a unified industry strategy for digitalization and the exchange of best implemented practices. At the same time, the modern consumer of economic goods, including educational services and products, is increasingly transforming the model of behavior and choice, in which the importance of rational justification, group consumer experience and cognitive learning, digital channels of marketing communications with the possibility of organizing interactive interactions [1].

Research methods. This systemic shift in consumer behavior, the emergence of an entire client group of “digital consumers” and the growth of its importance in the consumption structure, means the emergence of qualitatively new digital marketing opportunities and reserves available to regional universities and capable of qualitatively transforming the organizational model of competitiveness. However, the implementation of these reserves requires updating the organizational, economic and methodological support for the processes of

strategic marketing management of regional universities.

Among the research in this area, one can highlight only works related to the study of project management within the framework of marketing of educational institutions, in particular the article by A. A. Maksaev, I. A. Shumakova and D. A. Shevchenko (2020) [2], which draws parallels between management and marketing of the project, as well as the work of Spanish researchers who consider the philosophy of university marketing management in a rather vague theoretical plane without offering applied solutions (Lafuente Ruiz de Sabando et al., 2017) [3]. One gets the impression that the authors, for some reason, look at university marketing and the process of managing it as disparate elements from different areas of scientific knowledge, without realizing the importance of their mutual integration. It is worth adding that university marketing is often seen as a sideline of the university administration’s activities [4, 5].

In the context of educational markets, the specifics of these sectors significantly influence the formation and evolution of needs, requests, expectations, perceptions and prospects for interaction between educational organizations and their consumers. Despite the diversity of educational systems and institutions in the world, several key areas of transformation can be identified that determine long-term mutually beneficial relationships (figure-1):

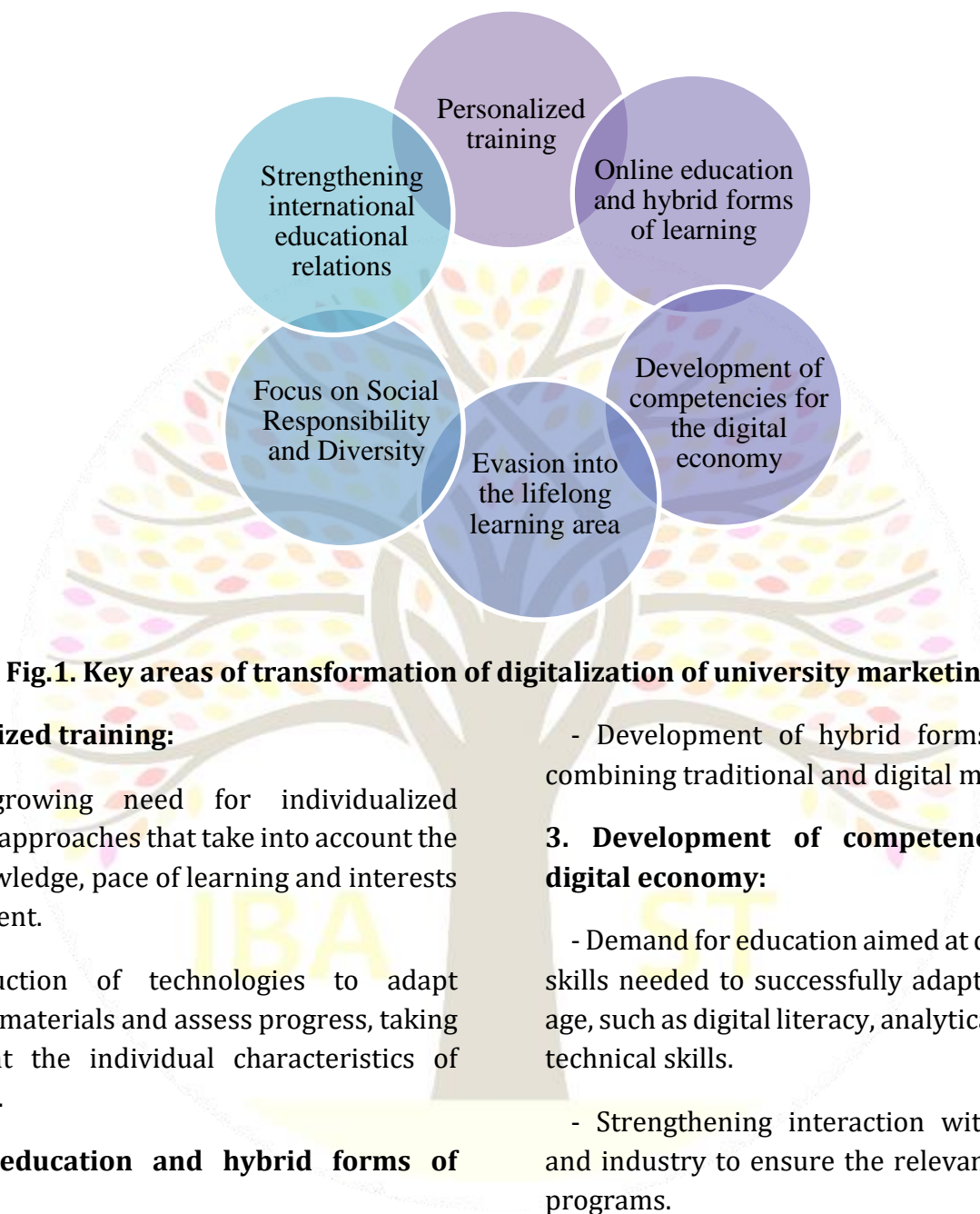


Fig.1. Key areas of transformation of digitalization of university marketing

1. Personalized training:

- The growing need for individualized educational approaches that take into account the level of knowledge, pace of learning and interests of each student.

- Introduction of technologies to adapt educational materials and assess progress, taking into account the individual characteristics of students [6].

2. Online education and hybrid forms of learning:

- Expanding remote learning capabilities and using online platforms for distributed delivery of educational programs.

- Development of hybrid forms of learning, combining traditional and digital methods.

3. Development of competencies for the digital economy:

- Demand for education aimed at developing the skills needed to successfully adapt to the digital age, such as digital literacy, analytical abilities and technical skills.

- Strengthening interaction with enterprises and industry to ensure the relevance of training programs.

4. Evasion into the lifelong learning area:

- Recognize the importance of lifelong learning to remain competitive in the labor market [7].

- Introduction of learning formats that best meet the needs of adult students.

5. Strengthening international educational relations:

- Growing interest in education abroad and strengthening partnerships between educational institutions in different countries.

- Development of international exchange programs and joint educational projects.

6. Focus on Social Responsibility and Diversity:

- Increased attention to the social responsibility of educational institutions and their contribution to solving social problems [8, 9].

- Commitment to diversity in the learning environment, including support for students of different cultures, genders and social groups.

All these trends form the basis for long-term mutually beneficial relationships between educational organizations and their consumers, helping to effectively meet the needs of students and adapt to the dynamically changing conditions of the educational market.

Research results. As a result of this study, we consider the influence of the factors of the “digital consumer” model on the effectiveness of marketing interactions in the field of educational services. We propose an adaptation of the GAP analysis methodology to identify and implement growth reserves in the “university-consumer” pair. Through the introduction of a full-fledged

digital marketing process, covering the stages of consumer choice, solution implementation and post-sales processes, we are exploring the possibilities of optimizing interaction with the digital consumer in the educational environment.

Taking into account the characteristics of the digital consumer in the field of educational services is an important direction for increasing the effectiveness of marketing interactions between universities and their clients. The adapted GAP analysis method allows you to identify gaps between expectations and the actual experience of the consumer, and the implementation of a digital marketing process becomes a tool for actively managing these gaps.

Digital marketing processes, including personalized communications, consumer data analytics, and advanced engagement technologies, are becoming key elements that support every stage of the digital consumer experience—from interest generation to after-sales service.

Cognitive and content marketing (information about the faculty on the website, holding open days and meetings with graduates of educational organizations).

Email marketing (distribution of information material about the faculty to the email addresses of educational organizations and potential applicants).

Mobile marketing and SMM (distribution of advertising materials through Internet resources and social networks).

SEO marketing and targeted advertising (carrying out a targeted advertising campaign on social networks Facebook, Instagram, VKontakte, Odnoklassniki).

Media advertising and viral marketing (conducting online meetings with graduates of educational organizations, parents, advertising of the faculty in educational organizations, newspapers and magazines, on radio and television, transport).

In doing so, we highlight the need to adapt educational marketing strategies to meet today's digital consumer demands and offer practical tools to identify and bridge gaps in expectations and actual experiences, ultimately strengthening mutually beneficial relationships between educational institutions and their customers.

Conclusion. Digitalization of the marketing department in educational institutions provides unique opportunities to improve the efficiency of attracting students and strengthening positions in a competitive environment. The study identified positive aspects of the introduction of digital technologies, such as increasing the level of interaction with the audience, improving the quality of communications and forming a strong brand of an educational institution.

However, it is worth noting that the process of digitalization of marketing is also accompanied by challenges, including the need to constantly update technological solutions, ensure cybersecurity and adapt to rapidly changing market demands. Despite these challenges, the introduction of digital strategies in the marketing

of educational institutions is an integral step in the era of digital development.

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