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IMPROVING THE LEVEL OF DEVELOPMENT OF THE EDUCATIONAL PROCESS BASED ON THE DIGITALIZATION OF THE MARKETING DEPARTMENT

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ABSTRACT

Digitalization of the marketing department of an educational institution is an important aspect of sustainable development in the modern educational process. The article discusses modern digital tools and technologies that can be integrated into the work of the marketing department in order to increase the efficiency of interaction with potential students, improve the image of the institution and optimize internal processes. Practical recommendations for the implementation of digital solutions are offered and their importance for achieving long-term strategic goals is emphasized.

KEYWORDS

Digitalization, marketing, educational institution, sustainable development, digital technologies, automation, data management.

INTRODUCTION

In the context of the rapid development of digital technologies, educational institutions are faced with the need to transform traditional methods of management and interaction with the audience. A

VOLUME 04 ISSUE 12 Pages: 324-329

OCLC - 1368736135









special role in this process is played by the marketing department, whose activities are aimed at attracting students, building the brand of the institution and increasing competitiveness in the educational market. The introduction of digital tools allows you to increase the efficiency of the department, optimize the decision-making process and strengthen the sustainability of the institution in a changing environment. This article explores the possibilities of digitalization of the marketing department, and assesses its benefits and challenges in the context of sustainable development. Higher education has undergone significant changes over the past five years and continues to transform under the influence of modern technologies and globalization processes. The world's leading universities are actively competing for students, teachers and resources, and only those institutions that quickly adapt to new conditions and effectively use emerging opportunities can count on high positions in international rankings. In order to meet the demands of the knowledge society, take into account the educational preferences of students and ensure technological training of teachers, university leaders must recognize the increasing importance of modernizing management and educational processes, including teaching methods and the content of curricula.

Research methods. Universities and institutes need to actively promote the integration of digital technologies into the educational process and adapt to new realities, as their role in society and the economy is rapidly transforming. Higher education institutions that effectively implement digital technologies gain competitive advantages in the digital age, meeting society's needs for qualified specialists who can work in this environment.

However, a significant number of universities face difficulties in implementing digital technologies, which is due to a number of factors:

- 1. Limited material and labor resources for the implementation of new approaches and technologies complement that existing mechanisms.
- The prevalence of traditional teaching methods, which slows down the pace of digitalization.
- 3. Lack of trust in the safety and reliability of digital technologies.

Based on the studies reviewed [1, 3], the key tasks of the digital transformation of education in universities can be identified:

- 1. Development of online learning systems.
- 2. Training high-level specialists in the field of digital technologies.
- 3. Increasing the level of digital literacy among teachers and students.
- 4. Creation of new forms and systems of education.

RESULTS

For the systematic and effective implementation of digital technologies, we have developed an

VOLUME 04 ISSUE 12 Pages: 324-329

OCLC - 1368736135









algorithm for digitalization of the marketing department of an educational institution, which allows us to improve the department's work processes and increase its effectiveness, and also for identified several stages the key implementation of this algorithm in the educational process. This algorithm allows you to automate routine tasks, such as mailings, managing advertising campaigns and data processing, which frees up employees' time for more strategic work and improves the overall efficiency of the department. Modern digital tools, such as social networks, email marketing and targeted advertising, allow you to significantly expand the reach of the target audience (applicants, students, graduates), using more accurate and personalized approaches. And the

implementation of CRM systems and other platforms for customer relationship management allows you to better track the needs, interests and behavior of students and applicants, improving the quality of communication and increasing the level of engagement. In general, the algorithm for digitalization of the marketing department provides a clear strategy for the transition to digital technologies, minimizing risks and increasing work efficiency, which is critical for educational institutions in the current competitive environment. The digitalization of the marketing department of an educational institution goes through several key stages, each of which is aimed at introducing modern technologies and optimizing processes.

Table-1 Key stages of digitalization of the university marketing department

Stage <mark>s of</mark> digitalization	Key aspects	Description
1. Analysis of the current state	Conducting an audit of current marketing processes	This step includes a detailed analysis of the existing methods and approaches used in the work of the marketing department. The audit allows you to identify strengths and weaknesses, as well as understand which processes need optimization or modernization.
	Assessing the level of digital maturity of an institution	At this stage, an analysis is made of how prepared the educational institution is for the implementation of digital technologies. This includes an assessment of the available infrastructure, the level of digital literacy of employees and the current use of technologies in work.
	Identifying key needs and goals for digitalization	After the analysis, specific needs of the marketing department are formulated, such as the need for automation, improved analytics or a stronger presence in digital channels. Digitalization goals are also defined, such as increasing student attraction, optimizing advertising campaigns or increasing the effectiveness of interaction with the target audience.
2. Planning and strategy development	Formalization of a strategic digitalization plan indicating stages,	This stage involves developing a detailed action plan that defines what steps need to be taken, in what order, and within what time frame. The necessary resources are also calculated —

VOLUME 04 ISSUE 12 Pages: 324-329

OCLC - 1368736135











	deadlines and	financial, labor, technical — to ensure successful
	resources	implementation of digitalization.
	Defining Key Performance Indicators (KPIs))	KPIs (Key Performance Indicators) are metrics that help you assess the success of your digital implementation. For example, it could be an increase in the number of students attracted, a decrease in marketing costs, or an increase in conversion in online campaigns. KPIs help you measure progress and adjust your actions at each stage.
	Selection of digital tools and technologies, such as CRM systems, platforms for analytics and marketing automation	At this stage, it is determined which technologies will be used to achieve digitalization goals. CRM (customer relationship management) systems help track interactions with applicants, analytics platforms allow you to evaluate the effectiveness of marketing activities, and automation tools simplify routine tasks such as mailings and managing advertising campaigns.
3. Preparation of infrastructure	Updating technical equipment and software	Implementing digital technologies may require upgrading computers, servers, network equipment, and other technical equipment. It is also important to install or update software that will be used for automation, analytics, and management of marketing processes.
	Ensuring data security and compliance with legal requirements (e.g. GDPR)	This is a step aimed at protecting the personal information of students, teachers and other stakeholders. GDPR (General Data Protection Regulation) and similar laws require strict standards for storing and processing data. This includes encryption, creating backups and implementing a policy for accessing sensitive information.
	Creation or adaptation of IT infrastructure to the needs of the marketing department	The IT infrastructure should be designed to meet the specific needs of the marketing department. This may include developing systems for data integration, setting up cloud solutions, or creating a single platform to manage all digital processes.
4. Personnel training	Conducting training for employees on the use of new digital tools	After implementing digital solutions (for example, CRM systems, analytical platforms or automation tools), it is necessary to train employees on how to use them. Training helps them quickly master new technologies and effectively apply them in their daily work.
	Developing competencies in data analysis, working with CRM and managing digital campaigns	To successfully digitalise, it is important for employees to develop skills in data analysis (to assess the effectiveness of campaigns), working with CRM systems (to manage interactions with applicants and students) and managing digital marketing campaigns (for example, creating and monitoring advertising campaigns on social networks or other platforms).
	Involvement of external experts or mentors when necessary	If the institution lacks internal resources or knowledge for training, it can invite external specialists. These can be trainers, consultants or mentors with experience in digital technologies who will help effectively organize training and implement new solutions.
5. Implementation of digital tools	Integration of CRM systems for managing relationships with applicants and students	CRM (Customer Relationship Management) системы позволяют централизованно управлять взаимодействием с абитуриентами и студентами. Это включает отслеживание обращений, автоматизацию ответов, управление базой контактов и персонализацию коммуникации. Такой подход

VOLUME 04 ISSUE 12 Pages: 324-329

OCLC - 1368736135









		улучшает качество обслуживания и помогает удерживать
		студентов.
		Newsletters (email marketing, SMS): automation allows you to send personalized emails, notifications, and reminders, increasing audience engagement and simplifying mass
		communications.
		Event planning: digital tools help automate the process of
	Process automation	organizing events such as open days, webinars, or presentations,
	The state of the s	taking into account logistics, invitations, and participant
	The state of the s	registration.
	100/00/	Targeted advertising: automation allows you to create and
		manage online advertising campaigns using data about the target
	00/008	audience, making them more accurate and effective.
	Implementation of analytical platforms to track campaign effectiveness.	Such platforms (e.g. Google Analytics, Power BI) allow you to collect and analyze data on the effectiveness of your marketing efforts. This includes reach, conversion, ROI (return on investment) and other metrics that help you make informed decisions and optimize your strategies.

Also, these key stages can be supplemented with: creation of digital content and communication channels, which includes development and promotion of the institution's website, active use of social networks, instant messengers and other digital channels and creation of multimedia content: video, infographics, virtual tours; monitoring and optimization of processes regular analysis of work results using digital analytics tools (Google Analytics, Power BI, etc.), adjustment of the strategy based on the data obtained and constant updating of the technologies and methods used; integration with other departments - establishing interaction between the marketing department and other departments of the institution through a single digital ecosystem, automation of information exchange processes (for example. synchronization with curricula or applicant databases); performance evaluation and scaling summing up the implementation of digitalization,

expanding successful solutions to other aspects of the institution's activities and constantly updating the digital strategy in accordance with changes in the external environment and the goals of the institution. These stages allow you to build a systematic approach to digitalization, increasing the efficiency of the marketing department and contributing to the sustainable development of the educational institution. This algorithm allows you to systematize the digitalization process, minimize risks and ensure implementation the successful technologies in the work of the marketing department.

Conclusion. Digitalization of the marketing department of an educational institution is a key factor in increasing its competitiveness and sustainability. The integration of digital technologies not only improves communication and student attraction processes, but also creates

VOLUME 04 ISSUE 12 Pages: 324-329

OCLC - 1368736135









a basis for more effective data management and decision-making. Despite certain challenges associated with the implementation of digital solutions, such as the need for staff training and initial costs, the long-term benefits outweigh the temporary difficulties. Digitalization opens up new prospects for educational institutions, helping them adapt to modern requirements and maintain sustainable development.

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