

SUMMARY

Theme: «The role of integrated communications in the system of promotion of higher educational structure (by the example of the Institute of international relations of Federal State Budget Educational Institution Of Higher Education «Pyatigorsk State University»).

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Relevance of the research topic is determined by tendencies of structural and functional transformation of higher education services market in Russian Federation. Terms and conditions of tough competition in the field of education, reducing the number of programs offering the chance to study for free in Russian universities and dominance of a buyer's market make it necessary to rethink the traditional characteristics of the educational institution, which allow the university to take a profitable and sustainable competitive position in the long term. Among the key parameters that characterize the institution of higher education as a structure in the marketplace, intangible components, the so-called reputational assets acquire an essential role. There is an urgent need for the development and promotion of sustainable brand of educational institutions in the market and its Educational Institutes, Higher Schools Research schools in particular.

Today many foreign and Russian universities have realized the need for a purposeful systematic work on brand management through technologies and tools of integrated communications. However, their use in most cases is unsystematic and fragmented, so it is not sufficient for a successful competitive positioning in the educational services market. It determines the need for a scientific analysis of the practical aspects of the implementation of integrated communications technologies in the communication policy of higher educational institutions of the Russian Federation in terms of assessing the effectiveness of the technologies, their optimization and improvement.

The most acute problem of effective promotion of the brand in the educational services market is facing Russian regional universities because of the changing conditions of their functioning. However, some regional universities today have significant development potential. Pyatigorsk State University refers to such educational institutions, as it has considerable experience and resource potential to strengthen the brand position in the market of educational services and the achievement of sustainable competitive advantage. Branding system of "PSU" is moving to a new administrative level at which it becomes necessary to form a stable brand image and promote its educational institutions.

The ultimate goal of this final qualifying work is to develop a model of brand promotion of the Institute of International Relations "PSU".

Achieving this goal involves the formulation and solution of the following **tasks**:

1. Identify and describe the advantages of the complex promotion of the educational institution that are determined by competitive environment in the marketplace;
2. Identify the key determinants of the brand portfolio of promotion of the educational institution;
3. Carry out a comprehensive analysis of the current practice of branding the Institute of International Relations "PSLU";
4. Analyze the technologies of branding of the Institute of international relations in terms of their effectiveness and propose possible prospects of improving the practice of their use.

The result of this final qualifying work is a model of brand promotion of the Institute of International Relations, which includes the technologies of integrated communications. This model implies structural coordination of communications with stakeholder's groups. In our opinion, such optimization of brand communication policy will lead the Institute to a new level of educational management.