

SUMMARY

Theme: Positioning of university as a multicultural educational centre by the help of integrated communications: perspective model.

Author: Pidzhoyan M.Z.

Supervisor: Shabanova Elena Aleksandrovna
 62 pages, 85 bibliographic titles, 1 appendix.

Key words: positioning, multiculturalism, universities, integrated communications.

The topicality of the research: In a competitive conditions universities should take account of all their key skills and positive characteristics to differentiate themselves and their services in the consumer's mind. Differentiation can be carried out on a range of factors, one of which is a multicultural university. If multicultural universities will be able to prove to the consumer the expressed value of the characteristics of the university, reflected on the attractiveness of its services, then they can be in excellent competitive position. In the context of the Bologna process, the effective development of a multicultural environment is an important strategic capability of the university. This is due to the fact that the Bologna process was originated in a multicultural space, covering different countries and educational systems.

The aim of the research - to develop a forward-looking model of positioning the university as a multicultural education center, using tools and techniques of integrated communications.

Achieving this goal required the following **objectives**:

- investigate the determinants of strategy of positioning the system of modern university, updated by social and political realities;
- concretize the conceptual basis of representation and positioning technology of the university as a multicultural education center;
- analyze the main aspects of the current image policy of PSU;
- propose a set of recommendations for optimizing the positioning of PSU as a multicultural center by the help of integrated communications.

The practical value of the research lies on the fact that the reasonable propositions and conclusions form the holistic concept of the integration processes of the marketing positioning of

educational institutions in the structure of the communication strategy of the higher education institution that promotes coordination capacities of educational institutions and socio-economic needs of the territory.

The results obtained: Today PSU is rich of image-making resources to enable it to assert itself as a multicultural education center. However, the promotion of the educational potential of a multicultural university life is neglected. In order to mitigate this circumstance, we have proposed a series of measures to promote PSU as a multicultural education center by the help of integrated communication tools. In particular, we propose to further develop the practice of holding special events but having increasingly multicultural character.