

SUMMARY

Final qualification work on a subject: "Architecture of a brand
commercial educational organization:
the principles of development and the script of advance in the regional market
(on the example of MIACE FSFEI HE "PSU")"

The organization – the customer: FSFEI HE "PSU"

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Urgency of a subject of a research. Challenges of a modern era which can not be ignored by educational institutions lead to necessity of reconsideration of the traditional approaches to management of the educational organization allowing it to take advantageous and steady competitive position in the long term. Among the key parameters characterizing a higher educational institution as the market subject, the extreme importance is gained by non-material components, the so-called reputation capital defining the mental field of the organization's brand.

Today already many foreign and domestic educational institutions realized necessity of purposeful systematic work on portfolio's management of brand's architecture by means of using technologies and methods of the integrated communications allowing to relay the unique brand code, unique architecture. Actually this direction of work became strategic "agenda" according to the solution of competitive tasks for any educational organization.

The work purpose is development of a complex of methodical decisions and practical recommendations about strategy's optimization of brand's advance of MIACE FSFEI HE of "PSU".

Achievement of a goal expects positing and solution of the following tasks:
- to consider theoretical approaches to comprehension of the concept "the brand's architecture";
- to concretize conceptual dominants of the brand's architecture of the educational organization;
- to carry out the complex analysis of system of architecture's positioning and MIACE brand as PSU HE FSFEI subbrand;
- to offer a complex of recommendations about optimization of strategy of the brand's advance of MIACE FSFEI HE of "PSU" as independent subject of regional education market.

Results of a research. Today MIACE holds a steady position in the regional market of higher education because of the effective strategy of positioning. The communication strategy of multilevel innovative academy of continuous professional education is built by use of classical instruments of marketing communications: advertizing, public relations, system of sales promotion which promote maintenance of competitive advantage of a brand in the market. However, despite positive dynamics of development of MIACE and its brand, it is necessary to constantly monitor the market of competitors, to monitor the changing situation in an education system, to correct positioning tactics according to the chosen strategy and to look for the new ways of the brand's advance.

For this reason, it is represented expedient to use the system of the integrated communications meaning structural coordination of communications with groups of steykholder which will lead to mutually beneficial cooperation with them, also will bring MIACE to the new level of development and will serve fixing of the status of the advanced educational center.