

# KNOWLEDGE ECONOMY: VECTORS OF MARKETING AND COMMUNICATION STRATEGIES

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**ABSTRACT.** The article discusses current issues of competitiveness and quality of education in higher educational institutions, the theory of the economy of knowledge, marketing and communication activities on brand formation and strategies for its promotion. Particular attention is paid to the study of the concepts of marketing and communication strategy, the study of the characteristics of the essential content, the identification of functions, elements and features of formation and development. The article provides a review of research on communication strategy based on the use of methods for analyzing foreign experience and assessing the activities of higher educational institutions.

The research methodology is aimed at studying new approaches to the development of educational organizations, as well as studying factors influencing the image and growth of authority, allowing one to achieve success in the conditions of change, the introduction of digital technologies, and the formation of a knowledge economy. The purpose of the work is to justify the need to develop a strategy for marketing and communication activities, to determine its role and significance in the formation of a university brand. The study analyzes foreign experience taking into account its adaptation in domestic practice.

The article concludes that an important condition for the effectiveness of the knowledge economy is the vectors of marketing and communication strategies.

The value of the article lies in the study of approaches and methods to promoting a university and educational programs in the international educational space, based on the recognition of the university and increasing its status, ensuring the quality and attractiveness of educational programs in the context of the formation of a knowledge economy.

**KEYWORDS:** knowledge economy, communication strategy, marketing strategy, education marketing, quality of education, brand, internationalization, export of education.

## БІЛІМ ЭКОНОМИКАСЫ: МАРКЕТИНГТІК ЖӘНЕ КОММУНИКАЦИЯЛЫҚ СТРАТЕГИЯЛАРДЫҢ ВЕКТОРЛАРЫ

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**АНДАТПА.** Мақалада жоғары оқу орындарындағы бәсекеге қабілеттілік пен білім сапасының өзекті мәселелері, білім экономикасының теориясы, бренд қалыптастыру бойынша маркетингтік және коммуникациялық қызмет және оны жылжыту стратегияла-

ры қарастырылған. Маркетинг және коммуникациялық стратегия ұғымдарын зерттеуге, маңызды мазмұнның сипаттамаларын зерттеуге, қалыптасу және даму функцияларын, элементтері мен ерекшеліктерін анықтауға ерекше көңіл бөлінеді. Мақалада шетелдік тәжірибені талдау және жоғары оқу орындарының қызметін бағалау әдістерін қолдану негізінде коммуникациялық стратегия бойынша зерттеулерге шолу жасалған.

Зерттеу әдістемесі білім беру ұйымдарын дамытудың жаңа тәсілдерін зерттеуге, сондай-ақ өзгерістер жағдайында жетістікке жетуге мүмкіндік беретін бедел мен беделдің өсуіне әсер ететін факторларды зерделеуге, цифрлық технологияларды енгізуге және білім беру ұйымдарын қалыптастыруға бағытталған. білім экономикасы. Жұмыстың мақсаты – маркетингтік және коммуникациялық қызметтің стратегиясын әзірлеу қажеттілігін негіздеу, оның университет брендин қалыптастырудағы рөлі мен маңызын анықтау. Зерттеуде шетелдік тәжірибе оның отандық тәжірибеде бейімделуін ескере отырып талданды.

Мақалада білім экономикасының тиімділігінің маңызды шарты маркетингтік және коммуникациялық стратегиялардың векторлары болып табылады деп қорытындыланады.

Мақаланың құндылығы университетті тану және оның мәртебесін арттыру, білім беру бағдарламаларының сапасы мен тартымдылығын қамтамасыз ету негізінде халықаралық білім кеңістігінде университетті және білім беру бағдарламаларын ілгерілету тәсілдері мен әдістерін зерттеуде. білім экономикасын қалыптастыру.

**ТҮЙІН СӨЗДЕР:** білім экономикасы, коммуникация стратегиясы, маркетинг стратегиясы, білім беру маркетингі, білім сапасы, бренд, интернационалдандыру, білім экспорты.

## ЭКОНОМИКА ЗНАНИЙ: ВЕКТОРЫ МАРКЕТИНГОВОЙ И КОММУНИКАЦИОННОЙ СТРАТЕГИЙ

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**АННОТАЦИЯ.** В статье рассматриваются актуальные вопросы конкурентоспособности и качества обучения высших учебных заведений, теория экономики знаний маркетинговой и коммуникационной деятельности по формированию бренда и стратегии его продвижения. Особое внимание отведено изучению понятий маркетинговой и коммуникационной стратегии, исследованию характеристики сущностного содержания, выявлению функций, элементов и особенностей формирования и развития. В статье проведен обзор исследований по коммуникационной стратегии на основе использования методов анализа зарубежного опыта и оценки деятельности высших учебных заведений.

Методология исследования направлена на изучение новых подходов к развитию организаций образования, а также изучению факторов, влияющих на имидж и рост авторитета, позволяющих достичь успеха в условиях перемен, внедрения цифровых технологий, формирования экономики знаний. Цель работы – обосновать необходимость разработки стратегии маркетинговой и коммуникационной деятельности, определить ее роль и значение при формировании бренда вуза в условиях развития экономики знаний. В исследовании

довании проводится анализ зарубежного опыта с учетом адаптации его в отечественной практике.

В статье делается вывод, что важным условием эффективности экономики знаний является векторы маркетинговой и коммуникационной стратегий.

Ценность статьи заключается в изучении подходов и методов к продвижению вуза и образовательных программ в международном образовательном пространстве, на основе узнаваемости вуза и повышения его статуса, обеспечения качества и привлекательности образовательных программ в условиях формирования экономики знаний.

Основным продуктом, средством и предметом труда в технологиях 5-6 технологических укладов становятся знания, что дает основания определять экономику 5-6 технологических укладов как, собственно, экономику знаний. Именно знания (особенности их производства, распределения, обмена и потребления) определяют все особенности социально-экономических процессов 5-6 технологических укладов. Это делает остроактуальным рассмотрение «знаний» в качестве экономического актива, что вплоть до последнего времени было нехарактерно для экономической науки.

Рассматриваются основные категории вновь создаваемой теории экономики знаний: дается определение знаний как экономического актива, рассматривается их классификация в качестве экономического актива, предлагается основанная на этом концепция единого экономического поля и принцип приоритетного развития духовного производства в условиях формирования экономики знаний. Инновационная система определена как механизм, на практике обеспечивающий единство экономического поля. Ее основной задачей является обеспечение непрерывности и беспрепятственности процесса трансформации знаний.

**КЛЮЧЕВЫЕ СЛОВА:** экономика знаний, коммуникационная стратегия, маркетинговая стратегия, маркетинг образования, качество образования, бренд, интернационализация, экспорт образования.

**INTRODUCTION.** Great changes are taking place in the field of education today. The market for educational services is actively expanding in the international educational space. In this regard, the requirements and expectations of society have changed significantly. Today, universities must respond flexibly to the challenges occurring in society, quickly adapt and prepare competitive and marketable specialists with the necessary skills and competencies needed by society. Observing growing competition in the educational services market, to assess potential demand it is necessary to actively use marketing methods to study the educational services market. The purpose of marketing research is to identify future needs and assess their satisfaction, substantiate specific hypotheses and predict consumer behavior. As a result, marketing

strategy allows you to determine priority tasks to achieve your goal. It is important that the formed marketing strategy is consistent with overall goals. A properly drawn up plan should be focused on solving the key objectives of the educational institution.

Therefore, it is necessary to study the situation on the international educational market, identify the main competitors, your potential, resources and opportunities. International marketing is complex and requires a deep understanding of the social, economic and national-cultural conditions existing in the country with which the university plans to cooperate.

**MATERIALS AND METHODS OF RESEARCH.** The article uses a systematic approach and an inductive research method. In order to confirm the scientific hypothesis, the method of comparative analysis and general scientific

methods are used: analytical review of literature, regulatory documents, their justification, generalization, synthesis and analogy. A system of methods for expert assessment of strategic directions for the development of a university, the so-called foresight - a method of group interaction, allows you to identify breakthroughs and directions for the future, and choose the optimal strategy for the development of a university, taking into account expert predictions. Unlike forecasting, foresight involves involved and proactive experts.

Today, universities already understand the importance of marketing and communication activities. A thoughtful approach to positioning the university, development foresight, based on marketing research, development of plans for implementing a marketing and communication strategy are important factors in the effective development of educational organizations.

Marketing strategy is an approach to planning that is aimed at promoting educational services and increasing the efficiency of the organization. If an educational organization is developing a new educational program or service, then an action roadmap is needed.

The key goal of the marketing strategy is to increase competitiveness. To do this, it is necessary to identify and competently use the competitive advantages of the university, study the situation in the market niche and analyze competitors.

### **RESULTS AND THEIR DISCUSSION.**

M. Porter considers the key concept of any strategy to be competitive advantage, which is aimed at implementing an action plan or the most profitable model.[1]

An interesting approach was proposed by the American economist T. Levitt, who considers the service according to the following levels: typical, expected, extended and potential. Universities abroad actively use marketing to expand their activities: in the USA, educational marketing has been developing since the mid-20th century, and in Europe in 1980, V. Zarges and F. Heberlin first proposed a comprehensive concept of educational marketing.[2]

This was an attempt to generalize not only the economic, but also the ethical aspects of educational marketing, which must be considered as special marketing of services that was developed for industrial advanced training. There are more than 200 types and types of marketing. They are classified according to different criteria. According to the state of demand, conversion, stimulating, supporting, counteracting, remarketing, synchromarketing and demarketing are distinguished. The main types of marketing by market coverage: mass, targeted, differentiated.

Researcher T. Tretyakova proposes the concept of "integrated marketing in education" - as the activities of a university aimed at creating new educational services and improving existing ones, based on market needs. [3]

There is also the concept of "pedagogical marketing," which provides for a comprehensive study of society's needs for education, a certain demand for certain knowledge, the required level of training, forms of training and their improvement.

Pedagogical marketing is about creating a competitive educational organization adapted to modern trends, and the subject of marketing in education, according to A. Pankrukhin's theory, is the philosophy, strategy and tactics of relations and interaction between consumers, intermediaries and producers of educational services in market conditions. [4]

In the study by M.Kinnel and D.McDougall "Marketing of Non-Profit Organizations," they note that universities that only take into account existing traditions and stable government funding may become bankrupt if they do not take into account the risks and changes that occur in the international educational space [5].

Content marketing is a long-term marketing strategy aimed at attracting the target audience, includes a set of marketing techniques for distributing the necessary information to the consumer and promoting the brand.

A marketing strategy is a set of measures for the rational use of an organization's resources for dynamic growth in the short and long

term. In this case, internal and external factors are assessed according to their potential for achieving the main goal of the organization. Marketing communications from the point of view of F. Kotler and Keller are the means through which organizations inform, convince and inform consumers about their services.[6]

There are different types of marketing strategies - global marketing strategy, core strategy, growth strategies, competitive strategy, communication strategy and others. In our article we will focus on communication strategy in educational organizations. Erin Feldman, a marketing communications researcher, believes that communication strategy complements marketing strategy, which is an important part of the overall business strategy.[7]

To build a marketing strategy, it is important to consider the concept of communication strategy and its features. A number of scientists, separately considering communication strategy, often define similarity to the concepts of marketing strategy and media strategy. Media strategy is a set of activities aimed at achieving the communication goals of an advertising organization; as a result, media strategy is a key element of the communication strategy.

Unlike marketing, communication strategy is widely used in communication theory. Thus, R. Klyuev believes that a communication strategy is a set of theoretical approaches planned in advance and used during the communicative process, aimed at achieving a communicative goal. The method of combining such theoretical approaches (communicative strategy) is a communicative intention, which is a catalyst for the communicative strategy.

To effectively promote educational services, the following principles must be taken into account:

- determination of the target audience;
- addressing the target audience and constant communication;
- justification of advantages in comparison with competitors;
- ensuring the quality of educational services;
- creativity and professionalism.

Based on the principles of effective promotion of educational services, it is important to segment the market. For educational organizations, it is necessary to conduct a marketing analysis. The effectiveness of promotion of educational services depends on the use of the entire complex of marketing communications and taking into account several factors:

- the type of market in which the educational institution operates;
- desire of consumers to purchase your service;
- the level of the life cycle of your service;
- position of the organization of education on the market.

To ensure the competitiveness of educational services in the modern market, educational organizations must master the methodology of integrated marketing and widely use the following classification when promoting educational services:

- ATL - (Above the Line) + technologies - promotion of information through visual or verbal reflection (television and radio - advertising).
- BTL - (Below the Line) + technologies - promotion directly through the process of selling services (stimulating the promotion of services, merchandising, presentations, sponsorship events, advertising in public places).

BTL differs from direct ATL advertising in its approach to influencing the target audience. It is known that BTL methods allow you to interact with participants in advertising activities directly in public places.

The most effective in promoting educational services are the following BTL technologies:

- graffiti - wide audience reach with low costs
- Internet technologies
- corporate publications
- brochures, information about educational programs of the university
- cross-advertising
- advertising in public places

- advertising with intent (testimonial advertising) In modern conditions, the development of a university depends increasingly on its own efforts, the ability to create and implement educational services.

In modern conditions, the development of a university depends increasingly on its own efforts, the ability to create and implement educational services. Everyone uses the Internet to obtain information about the organization of education, as it is an effective method of promoting educational services. Currently, global changes are taking place in the international educational space:

- increase in export of educational services
- transformation and digitalization of education
- ensuring the quality of educational services
- strengthening vertical and horizontal integration
- reforming the labor market, strengthening the structuring and differentiation of educational services
- increased competition in the educational services market
- expansion of internationalization and academic mobility
- strengthening interdependence between universities and companies - consumers of educational services
- increase in paid educational services
- limiting the regulatory role of the state, expanding academic freedom, managerial and financial independence of universities [8]

The concept of marketing in international education allows a university to form a system of regulation of foreign activities aimed at studying the international market of educational services for effective interaction:

- students - in education;
- university – in development;
- employers - in providing specialists;
- society - in the reproduction of intellectual potential.

The growth in the number of foreign students in universities is an indicator of the

attractiveness of the country's higher education and the quality of educational services. There are two types of export of educational services:

- passive export consists of training foreign students at universities in the country;
- active export - opening branches in other countries according to the development model of transnational corporations. [9]

Many countries are creating conditions for opening campuses of leading foreign universities in order to expand access for their students who do not have the opportunity to study abroad to the best educational programs.

Education abroad is based on 4 principles: openness, relationship with business, flexible educational programs and constant monitoring of the quality of education.

The ongoing changes in the international market of educational services indicate the development of internationalization of education, which is becoming a key component of education. According to UNESCO, in 2021 there were 6,361,963 foreign students in the world (2016 - 5.1 million), by 2025 their number will reach 8 million. Competition occurs in the international market of educational services between the countries of Europe, the USA, Canada, Australia and Japan, where 80% of all foreign students study. The USA earns 15 times its costs from international students. The USA ranks 1st in the world in terms of educational services, followed by the UK, which has tripled the number of foreign students over the past 10 years. Currently, China is also becoming a major exporter of educational services. [10]

In terms of internationalization, the Kazakh higher education system will have to increase the number of foreign students and teachers, and open campuses of foreign universities.

International experience in marketing educational services shows that its different elements are differently effective in different countries. For example, the USA approach is based on advertising its services (57% of advertising costs in the world come from the USA). European universities are focused on

improving conditions and service systems, while Japanese approaches involve the introduction of scientific and technological achievements in education.

The state policy for exporting education is a set of measures covering all levels of the national education system and all training programs. The global market for educational services is about \$45 billion. A significant amount of educational services for foreign students is provided by US universities, which receive large incomes from teaching foreign students (about \$25 billion), Great Britain more than \$10 billion, Australia \$14 billion, followed by France and Germany. This is about 60% of the world's foreign student population in these countries. In the USA, the export of higher education is in 5th place in terms of importance of export services industries, in Australia it is the fourth export industry [11].

Currently, all universities are aimed at developing internationalization, focusing on foreign students. Therefore, it is necessary to study the situation on the international educational market and identify the main competitors and their capabilities. International marketing is complex and requires a deep understanding of the social, economic and national-cultural conditions existing in the country with which the university plans to cooperate.

However, the problem of most Kazakhstani universities is the lack of experience in conducting effective international activities, as well as experience in conducting international marketing. Kazakhstani universities do not monitor the demand of applicants from foreign countries for educational training programs.

There are unsolved challenges in the field of international marketing:

- there is no concept of advertising policy for Kazakhstani educational services;

- the policy of promoting Kazakhstani education abroad is ineffective;

- Kazakh universities do not always participate in international education exhibitions outside the Republic of Kazakhstan;

- marketing research of the international educational market is not carried out in the interests of Kazakhstani higher education. [12]

Taking into account foreign experience, it is necessary to take measures aimed at improving this situation: position universities more broadly in the educational services market, create a positive image, and develop innovative educational programs. Widely introduce digitalization and actively introduce IT technologies into education.

**CONCLUSION.** To effectively develop the organization of education and solve the set long-term tasks, it is important for universities to develop a communication strategy, closely interacting with society and the media, ensuring the quality of education, updating information about the university, increasing the authority and image of the university, as well as the attractiveness of receiving educational services.

Marketing research should include an assessment of the demand for an educational program and also for graduates of this program. It is necessary to focus specifically on educational programs that are in demand in society and for which graduates will be in demand and provided with employment in accordance with the qualifications obtained. The main guideline when developing marketing and communication strategies should be the needs of the labor market, international trends, and not the existing capabilities of the university.

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