

Название публикации:

Applying interactive marketing methods to improve the quality of university educational services

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Аннотация:

In recent years, marketing communications have become increasingly important, due to objective reasons. New information technologies enhance the quality and level of the technical fulfillment of marketing communications and provide a new direction for improving their propagation methods. Today, an educational institution acts as a producer, in other words, as an independent entity on the education market. The current competitive situation on the education market makes universities fight for every prospective student, hence there is the need to adopt the most effective tools for promoting educational services, the most relevant being interactive marketing tools. The present article aims to provide definition of the specific features of interactive marketing, to analyze the use of interactive marketing tools by higher education institutions with a view to improve the quality of educational services. The article presents the prerequisites to the emergence of interactive marketing as an objective-focused tool, gives the definition of what interactive marketing is and examines the specificities, dissemination channels and main interactive marketing methods. The authors highlighted the opportunities that interactive marketing opens up to enhance the quality of university education, analyzed the application of relevant interactive marketing tools in higher education institutions and determined the interaction between the use of interactive marketing tools and the quality of university educational services. The study found new practical provisions relative to how the interactive marketing of educational services functions and to the use of its tools in practical work at educational institutions in order to design an effective marketing strategy directed at enhancing quality of education. © 2018, SRAC - Romanian Society for Quality. All rights reserved.

Ключевые слова:

Interactive communication channels, Interactive marketing, Interactive marketing methods, Internet marketing, Marketing activity, Social networks, Website