

## FORMIRANJE REGIONALNIH UNIVERZITETA - KOMUNIKACIONA POLITIKA

### FORMATION OF REGIONAL UNIVERSITY - COMMUNICATION POLICY

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#### Summary

Modern state of development of educational services depends on the impact of scientific and technological progress, on the increase of competition, on the increase of demand for specialists who are ready to start work in the new rapidly changing environment. The higher education system is currently experiencing declining of demand for educational services.

The object of the educational services market is not only the service itself, but also actions which aim at attracting consumers to participate in the educational process, actions which improve the image of the institution. The more effective these actions are the higher competitiveness of the institution is. These actions include:

- Personnel policy;
- Communication policy;
- The right advertising campaign;
- Pricing policy;
- Individual approach to each customer.

Constant focus on performing these tasks will ensure long-term development of the institution in a competitive environment. However, as it is known, every economic system is proved by certain undulation around the center of balance, and therefore the growth phase has to be replaced by the decrease phase. Today the market of educational services is in the conditions of dual crisis - economic and demographic. Reducing the number of students at higher educational establishments means also a reduction of educational fees. Under such circumstances, it is important to identify periods of change of demand for educational services, so the system of higher education can be adapted to this. This is the reason for educational services market of higher education and its prediction to be studied.

Evaluation of educational services market will identify prospects for the development of higher education institutions. Some educational institutions are already taking the first steps in this direction, however, the relative novelty of research in education, the lack of activity focused on this scientific and methodical approach leads to episodic use of the separate elements of research, presents no tangible results. At the same time, the lack of educational services market research in general and the activities of the university lead in some cases to irrational spending on the training of specialists.

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To do this, it's necessary to reformat the communication policy of higher educational establishments. Existing regional universities use mainly non-marketing approaches to increase or retain a certain number of students in the educational institution to ensure their existence. All these lead to the changing of status, the opening of new specialties, using of new forms of education and entrance examinations. At the same time, the awareness of applicants, their demands are not being studied. Feedback from the applicants is absent. The university can declare the opening of the most attractive specialties, according to its opinion, but at the same time the specialists who graduate from the university may be out of demand.

The University has to assess the attractiveness of each of the types of consumers to determine profitable segments of the applicants for themselves. For favorable positioning of the university and for public awareness, our analysis showed that the communication policy of regional university should have a complex character. Using segmentation of applicants, modern technology Public Relations, Communication Management will allow regional universities to remain competitive in the educational market. Creating a favorable information environment for higher educational institution occurs in the process of multilateral communication (students, their parents, employers, applicants, competitive educational institutions, state).

It is also necessary for the university to maintain professional relationships with business. Constant cooperation with business structures will create a positive image both of universities and business. The students can have an opportunity to be close to the business and directly take part in the production process, as well as to be employed successfully in the future, since the higher educational institution is the main platform to replenish occupational structure of society.

The use of innovative technologies in the learning process is also a primary task in shaping the image of higher educational institution, as this will enable graduates to adapt quickly to their workplace and will form their professional competence correctly.

Thus, the use of communication management will let achieve several objectives of the institution:

- Vast participation of students in research activities;
- Scientific achievements will have the opportunity to be represented to a greater number of business structures for the acquisition and implementation;
- Receiving orders by universities for scientific researches from business-structures.

Broad positioning of promotional materials in the environment, research results, experiences in the form of textbooks, speeches, lectures of famous professors will allow regional universities to increase the number of those who are eager to get the diploma of the higher educational establishment.

Based on the problem of increased competition, high schools just have to fight more actively for the attention of the potential consumer of their educational services-applicants, often with the involvement of non-traditional education methods and approaches, which previously belonged exclusively to the business area: marketing, advertising, public relations and so on. It will benefit both the higher educational establishment and the community.

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