2.3 BRAND OF EDUCATION AS A POTENTIAL OF THE ECONOMIC DEVELOPMENT COUNTRY

Integrating low-developed countries in the international economic environment corresponds to the general principles of civilization that dominated at present functioning of the world economy. Globalization, as a systemic geo-economics and geopolitical phenomenon leads to an increase risk for these countries considering their lack competitiveness, and therefore the search vector of their own destiny, effective format of management of the national economy is the guarantor of the success of their integration into the global economy. Based on the historical experience of economic development and the integration of the different levels of prosperity, each country must go through quality improvement of the national economic system that requires structural shifts in the economy and the corresponding changes in the governance of the national economy. In this regard, actual opinion is today Y.A. Schumpeter that economic development is a spontaneous and discrete changes in the ways the flow economic life, an imbalance that forever changing, replacing the previous equilibrium and begin in industry and commerce [72, p. 73]. The system modernization of the national economy as the dominant mechanism for the growth of its profitability is able to integrate the powerful potential of the country and implement it in the overall national wealth. Increasing of the economic potential to the level of developed countries will provide additional impetus from integration with other countries on a parity basis through attraction in the economy of additional external resources such as financial, innovative and intelligent. A special role in forming country's economic potential and structural economic changes belongs to the brand of education.

The purpose the given research is to determine the mechanism of influence brand education on forming the economic potential of the country, highlight the links between education brand and other economic factors affecting the development of the country. For the purpose were used: *systemic and national approaches* to the methodology of scientific knowledge brand of education that allowed to investigate his the integral properties and influence on the formation country's economic potential; *synergetic approach* to the integrated use of all components of brand education; *system-behavioral approach* to represent the brand of education through the prism of the problems associated with the volatile character of modern economy, adequate changing its characteristics; for justification of conditions of the transformation of the brand in the international education and global; *managerial approach* to process management brand in specific market conditions and consumer conditions; *international approach* for effective integration into the global economy.

The place of science and education in innovative economy

The efficiency of enterprises primarily depends on a high level of culture management, innovative technology, methods and mechanisms of its application, which requires preparation of intellectual capital as one of the priorities of innovative development. An innovative economy needs advanced technology and equipment, new educational system that will provide updates intellectual potential that V. Tsipurynda defines as a critical mass of highly skilled professionals who are able to find and implement new technologies and high moral character [71, p. 19].

The decisive role in training and establishing scientific, technical, cultural and educational connections that form the educational system belongs of higher education institution. Use and dissemination of new knowledge should be the basis of national competitiveness and the basic prerequisite of intensive growth of economic potential. Education plays a constructive role in the triad innovative economy that is shown in Figure 2.3.1. The interaction of individual components of the innovation economy in Figure 2.3.1 symbolically represented as wheels, each of which is starting to move, drives the other, i.e. the general development of innovative economy depends on adequate development of each
component. Stopping one wheel hurts the overall movement of elements i.e. system elements works like a clock, which symbolically emphasizes the need for agreed movement, whose support will contribute to its longevity.

![Diagram of Science, Education, and Manufacturing](image)

**Figure 2.3.1: The scheme of the mechanism innovation economy**

*Source: compiled by author*

Furthermore, the integrated development of all components will be the emergence of synergies effect, the absolute size of which is far exceeds the simple arithmetic sum of its individual elements.

Manufacturing that is on seen in Figure 2.3.1 as one of the three elements of the innovation economy, on the one hand is the intellectual, material and financial source of science and education, and on the other, is a consumer of the intellectual production as well as intellectual strength i.e. human resources.

Science and education, thus determining the level of production, and therefore are influential factors forming the country's economic potential. The educational brand in the context of this study is seen as aspirations of the state; private business and community improve relations, financial and governance component in education. Combining efforts of the government, the private business and community in the issue creation of the educational brands in the country is a condition for successful operation through the integration efforts in forming material base of educational brands, optimizing connections between its components, providing needs of national economy in qualified specialists and innovation. It is important that the brand provides educational needs of the national economy in the technological, industrial and managerial innovations, forming its potential.

It is generally known that the knowledge-intensive global average is 1.9% of GDP, and in countries with innovative strategies spending on science should be from 2.5% of GDP, while in developed countries the figure is 5% of GDP [70]. So, analysis of the total government spending, private business, and charitable contributions to educational activities, scientific, research and technical work in the country establishes the accordance of the actual situation to strategic objectives and level of knowledge-intensive of the national economy. The obligatory part of this analysis should be the absolute and relative indicators that characterized the dynamics of budgetary and private funding of scientific activities and their effectiveness. The level of knowledge-intensive and innovative national economy coincides exclusively under the condition of the maximum efficiency of investment in science and education. The innovation of the national economy as a result of the effective and timely implementation of scientific achievements in production, education, management reflects the level of social welfare of the population of country. Availability of scientific and educational potential is not 100% guaranteed of the innovative development of national economy, such
potential needs of the demand and implement within their own countries, that innovative preference is monetized in the country, which actually occurred. In particular, brand education as its model of innovation, provides national economy by qualified specialists, the absence of demand leads to emigration, and therefore to the loss of investments of the state and private funding for education.

Availability of national education brands advocates as indicator that positively characterizes the country in the global space provides the growth of its economic potential and competitiveness among similar institutions.

**Sources innovative potential of the national economy**

The fall in the growth rate of the volume of scientific and of technical works in production leads to physical and moral aging of equipment, falling productivity, enterprise profitability, lower productivity, reduced requirements for the professional skill of workers, that deepening the negative trends up in the manufacturing sector. This chain-dependence indicates the presence of feedback between education and production and can lead to the degradation of not only the production industry whole, but and intellectual degradation of the country, whole society and civilization, therefore the responsibility of Education and Science covers all aspects of life.

The sources of innovation potential, as production capacity, education and basic-applied science to provide the implementation of the innovation in the production process and update products, shown in Figure 2.3.2:

![Figure 2.3.2: The sources of innovation potential of the country](source)

The fundamental scientific researches open to person new knowledge that transformed into products and technologies high-tech industry, stimulate productivity growth, reducing material and energy intensity, increasing the competitiveness of social production, accelerating the pace of accumulation of public income, changing motivations employment, improving the general welfare of citizens in the country.

The scientific potential as a component of innovative potential, determined by a combination of resources and organizational, managerial forms of effective implementation opportunities not only in science, but also education, any production system (enterprise, territory, industry, country).

The link between science, education and production creates preconditions for development scientific potential, which is forming influenced by the following elements:

1. Amount of financing scientific and of technical works;
2. The degree of diversification of sources of innovation financing;
3. The state share of funding for scientific research;
4. The volume and rate of growth of scientific and of technical works;
5. Dynamics network of scientific and research institutions;
6. The number and quality of the staff of research institutions;
7. The share of innovative products in the volume of industrial production.

The trends of stagnation or reducing of the organizations engaged in scientific and
technological activities, indicate the existence of serious problems in the country. The expenses on science in advanced countries for the past 10 years, growing annually by 1.5-2 times faster than global growth. According to expert calculations in today's world, more than 3/4 of economic growth is achieved through the use of new knowledge and implementation of scientific and technological progress. Today, developed countries inherent such traits as dominance of GDP knowledge-intensive economic activities, growth in export share of high technology and know-how (US 32%, UK 31%, Finland 24%), a significant increase in investment in infrastructure knowledge (education, science, telecommunications, Internet) and the share capital of leading companies and business structures that are related to expenditure on science. The initial limit innovation model of the world economy is defined at 40% innovatively and knowledge-intensive in terms of GDP is not less than 2.5%, and to reach this limit without structural changes in the national economy is almost impossible.

Education that considered as an element of the innovation economy plays a fundamental role in preparing the intellectual resources of the country not only for production but also for social, i.e. the role of education extends beyond the triad considered.

The economy bases on productive use of new knowledge, the quality of which depends on science and education. The state innovation policy of educational, scientific and technical, innovative and related industries provides practical of reformation activities which should ensure accelerated pace of the qualitative growth of production and the modernization of public relations.

Practical ways of implementing the concept of innovation development of national economy distinguishes elements of a modern knowledge economy:

- Affordable, quality and continuous education of the population on the basis of new scientific knowledge;
- Economic incentive and institutional regime that encourages efficient use of national and global knowledge in all sectors of the economy;
- Effective innovation system that integrates into a single set of economic, scientific, academic and research centres;
- Infrastructure, which connects elements of the innovation system among themselves and with the environment;
- The state as the initiator and coordinator of the process of building the economy based on new knowledge.

The strategic objectives of the knowledge economy include:

1. Consolidation of methodological and information systems, educational, professional, educational and scientific, educational and industrial infrastructure and communications within a single national innovation space;
2. Strengthening the international integration of countries in the humanitarian sphere and the combination of the national innovation system with technological platform of global post-industrial society;
3. Providing of vertical mobility that corresponds to national task and available potential society in matters of including the global system of division of labor, determine the dynamics and directions of the global economy, the distribution of income and benefits from the results of modern scientific and technological revolution [62].

The first two tasks directly related to the research topic and have influence on the formation educational brands. The integration of all elements of scientific, educational and manufacturing complex of the country should form their own national innovation system, which shall consist of the following elements:

- Scientific and educational institutions sector, which will create new knowledge;
- Innovative and techno-industrial infrastructure able to introduce innovations and transform them into goods;
- Extensive information network that provides access to global knowledge and innovative communications;
• Conditions (legal, financial and economic, credit, etc.) that promote attracting investments and dissemination of the innovation.

Algorithmic as a way to simplify branding of the educational institution

Society has the benefits from the availability of highly educated citizens. The state must act as the main investor of the education system, because such costs are socially useful. The main, but not single investor, hence economic success of higher education institutions (HEI) depends on the competitiveness of universities in the education market (not only national, but also international), the chosen strategy, the diversification of commercial efforts - all activities that are inherent in HEI brand.

Conditionally HEI brands can be divided in time (historical and newly-created) and space (international, national, regional), temporal and spatial parameters can be the same. However, this applies primarily internationally renowned universities, which for a long time (even centuries) prepare highly qualified specialists in various fields, and have created the fundamental scientific schools, which are famous by worldwide discoveries and outstanding scientists. The process of creating and promoting brands Universities meet modern market conditions of development of society which are inherent characteristics such as globalization and randomness. In such circumstances, the brand provides certain advantages that allow the university to remain competitive and achieve commercial success.

Algorithm of the branding simplifies process of the representation, understanding and practical application of theoretical and methodological approaches to research and build a brand. Difficult process of constructing brand Universities after structuring it into separate components is seen as a technical and creative plan, as reflected in Figure 2.3.3 "Technical" because the work is carried out consistently and incrementally (step-by-step), and "creative" because like a lot of creative work aimed at the creation of a new, previously unknown spiritual or material assets (art, engineering technological, managerial or other innovations, etc.), which are components of fantasy, imagination, psychological component which contains the image to create the final product (creative result).

Building a brand starts with the creation university that will be its embodiment. If the university exists, step "creation" is skipped.

We define branding university, as the actual process of creation, development and brand management, the main way to identify university, instruments of its implementation to the market and create long-term relationships with consumers. From an organizational point, branding is a complex of consistent measures aimed at creating a holistic and demand by consumer image of the university, algorithm which allows visualizing the process and simplifying the construction of the brand. In the process of building a brand is important to consider that the main consumers of educational services is higher education applicants, those who study or wish to study at universities in order to obtain the relevant degree and qualification, but we must remember that to another consumer group include parents of future students participating in making decisions about choosing universities, and companies that are interested in getting higher education of their employees. This will help determine communication channels with all groups of consumers and improve the efficiency of the dialogue.

Block diagram characterizes branding of university in one plane but in reality branding develops in a spiral, otherwise further expansion, branding would be blocked, life - very short. The idea of the spiral shape of history arose in the framework of dialectics. In the light of the law "denial denial" development history splits into separate, relatively independent stages, with each next stage related to the previous by denial as a necessary an essential element of development.

All processes of branding algorithm must be consistent with the philosophy of the university, which, in fact, encourages others to act in accordance with its goals and is considered as a system of guiding principles are the basis of carried out actions by staff in
relation to each other and to consumers (graduate students, etc.). Philosophy educational institution makes potential customers interested in its benefits and values. For example, the philosophy of Keiser University (USA): "The interests of student are important other" [68].

**Figure 2.3.3: Algorithm of create of the brand Universities**

*Source: proposed by author*

**Education Brand (HEI) as a unique collection of all forms of brand**

The uniqueness of the brand university is that it is a combination of all existing forms of brand that shown in Figure 2.3.4. At the beginning of the last century academician V. Vernadsky formulated the role of human intelligence as the productive forces on a global scale and further development of mankind connected with science, intelligence and humanism, i.e. the "noosferization" because is not accidental our brand university scheme symbolizes the solar system that naturally keeps in orbit of brand of goods and services, brands persons, events brands, brands territory, brands organization. Each "planet" rotating on its own orbit that has strategy development and promotion, has specific objectives aggregate of are consistent with the overall strategy of the university and focused on the general consumer. Consider more detail each component of the university brand.

The brand product within the brand university may be books that are written by the academic staff, scientific films, periodical scientific collections, methodical and lectures, the
content, the quality of preparation which will depend on its total amount and frequency of publication, the geography of (brand such product claims to move beyond the university). Brand services in universities, which is trying to create a brand should be lectures and seminars, personal consulting teachers, and students should have the right to choose on their own lecture of a teacher that will influence its rating, which should be a motivational element in pay the further development of the teaching staff.

![Diagram](image)

**Figure 2.3.4: System of brand "university"

*Source: compiled by author*

To Brand Events Universities should be referred the conferences, including for students, especially international, because of such a measure allows to promote the universities into international space; holiday "Consecration to students" and the awarding diplomas; mass cultural and educational activities that have meaning propaganda on the potential consumer market (schools, colleges, businesses), competition between faculties of amateur performances, students and teachers, student theatre miniatures, etc; sponsorship work and charitable activities that contribute to the general public opinion and associative perception of potential consumers. Brand Events of universities attract attention to it, promote it to customers and improve the image of the institution.

A brand person is a tool to implement its own strategy for achieving his goals. As a tool, the brand persona is used in various spheres of life: in private life, training, business for building rapid career. Thus, the desire to come to a certain social circle or create your own family promotes using of brand person in part of creating a positive image. While studying the image, which managed to create the first years (quality academic records) and reputation increase "cost" of student and you get "bonuses" in the last years of education namely; to pass easily tests and exams, receive an invitation to further study and best place to practice. Special urgency brand person plays during employment, career advancement and business.

Brand persons in the context of our research envisages the involvement of a famous professors and scientists at the university that, through their own research and teaching accomplishments have famous name and can provide the interest the potential customers to join at this university; attract the best students and create conditions for the development and promotion of talent also will improve the image of the university. The educational institution, which is trying to become a brand, is interested in creating their own brand of teachers and
students, promotes development initiatives, to encourage better results. There is an increased scholarship for students who received the highest marks in most universities but, unfortunately, their substantial motivation cannot be considered if a difference with conventional scholarship is minor.

The set of educational buildings, laboratories, ancillary farm buildings, hostels, clubs, their parks, and recreation areas and sports fields forms an integral territorial brand Universities, which requires the overall management and support development. Universities, which has such a territorial brand has a strong competitive advantage over other educational establishments because consumers have interest to receive education in the comfort of living in the "student city". Infrastructure development brand Universities depends on many factors, especially the availability of funding and geographic expansion opportunities. Support of the link between the brand university and the brand persona will help in solving these issues, because each university has famous, influential, wealthy graduates who can contribute to the further development of their alma mater. Of great importance in the development of brand territory of Universities play and links with industrial enterprises, which, on the one hand, can be a source of funding for education own employees, support charitable university, and, on the other hand, can become the basis of production practice for students to degree, diploma, laboratory research and more. Thus create back connection and the interest in cooperation that is beneficial to both parties.

**Back-office, front-office HEI as components of its brand**

A special place in the brand university occupies brand-organization that consists of two parts: the back-office and front-office. Noting any special characteristics of the object or subject, we automatically fall under its influence, entering a communicative relationship with her. This external manifestation of each brand by V. Balashov proposed to call "front-office" brand. But the way to the hearts of consumers requires from company or organization primarily internal culture medium as "back-office" brand [58, p. 11-12]. The combination of the internal part and external forms the complete image of the brand universities, a kind of interface between educational institution and the consumer.

Inside the company's image begins with the concept of employer brand that is well positioned in the labor market. Each brand is created for its target audience; consumers of the brand back-office are its own university staff (teaching and technical staff). Brand back-office has a direct benefit during attracting qualified teachers, especially brand-teachers. We know that a strong brand product has a strong impact on the image of the employer: "Any wrong decisions in personnel management immediately becomes known to all. If the product has a bad reputation on the labor market, it is impossible to create a positive image of the company" [69]. The negative image of the employer can be provoked by violations of promises regarding wages, changes in motivational schemes, working conditions, workload, which may explain the absence of corporate culture educational institution his weak back-office. Organizational or corporate culture university as a mirror of his image in the eyes of employees and job seekers, which plays an important role in creating brand employer and affects the mission and vision, values and general rules of internal regulations, corporate communication network and hierarchy, allowing it to become a powerful means for forming both back- and front-office. In post-Soviet countries of payment for the teaching staff is low, not only does not correspond high qualification of employees, but sometimes does not provide a minimum subsistence level of teachers, that is one reason for the low quality of teaching and of corruption in the education system.

The brand exists wherever there is contact between the university and its own staff who are involved in the preparation of delivering trainings, development and manufacture of educational products (programs books, etc.), providing technical service educational institutions. The first man who university "sells" its product is its own employee. From his belief and convictions in what he does depends the quality of the final product, installed
communications and final financial result, that allows stating brand is “a market perception of the quality of internal management and production processes and standards, unique value-added” [58, p. 69-70].

Brand an employer helps to attract and to keep qualified teaching staff in educational institution thus combining marketing and human resource management. Presence in university the highly motivated employees directly influences its success. Given the changing realities of the job market, every educational institution is trying to put itself in a unique position on the career ladder. There is a demand for qualified teachers that continually exacerbated on the labour market and on the contrary, there is a decline in proposals through continuing demographic changes due to decline among young researchers, the reduction of public funding of science. In such circumstances, the creation brand employer is the basic tool to attract qualified applicants. Otherwise, many scientists emigrate.

The process of creating back-office of the university envisages the involvement of practically all staff of establishment from the technical staff, faculty to the head (Rector, Director) during the entire process from analysis to promote it in the environment. Forming back office should be the concept of the university, because the system messages and promises educational institution of their execution improves image of university in the market that helps to attract the best employees and ahead of the competition in development. Each audience perceives the environment through the prism of brand communications, culture and business processes, as shown in Figure 2.3.5:

![Back-office organization diagram](image)

Figure 2.3.5: Scheme of interaction back-office and front-office

This prism must be indivisible and equal for the perception of the both audience, internal and external. Well-established business processes declared and active corporate policy and Culture University, communication with its own staff and the environment denote and support the heart brand, allowing purposefully, consistently manage the perception of audiences, both internal and external.

**Determination of brand positioning through creating its platform**

Returning to algorithm of create brand university, that is in Figure 2.3.3 we note that after careful analysis of the internal and external environment and determine the benefits of the university, its weaknesses, opportunities need to start a forming the brand platform that
will determine format its future positioning, the ideology and character of the strategy, be used as a simple and effective tool for coordinated management at all levels of decision making. Universities brand platform creating and structuring on the basis of deep diagnosis conducted at different levels of decision making. Place the platform in the general scheme of the university brand its detailed structure is presented in Figure 2.3.6:

![Diagram of brand platform]

**Figure 2.3.6: Positioning platform in the branding of University**

*Source: compiled by author*

The values that carry the brand to the consumer form a fundamental part of the university brand platforms as consumers difficult to understand, accept ideology than personal usefulness. Functional benefits that have been identified during at a stage creation of object (individual educational programs, courses, using modern technology, special skill composition universities) are the primary internal identifier, which determines consumer brand values match their own settings. As for the secondary advantages, they arise at consumers during direct contact with the university but to understand them and recognize the need before install it of the contact because this understanding will be pivot creating external universities identification.

For secondary benefits belonging social, mental and spiritual benefits of understanding which helps to create its own brand-code, DNA (Deoxyribonucleic acid) university that provides unique brand Universities in the world today.

**Social benefits** provide the ability of consumers to identify themselves with a certain social group (identification) to express his personal stance.

**Mental benefits** of supporting in person confidence, inspiration, good mood, pleasure, mental relaxation, increased perception of authenticity. This measure is really penetrates deep into the personality. Here brand touches what that most of us would call a soul. Mental benefits influence the personal transformation i.e. can change or help to develop new ideas about himself as T. Gad sure that some of the best brands of tomorrow will play the role of a personal instructor that promotes mental development [61, p. 10].

**Spiritual benefits** are the perception of global or local responsibility, a sense of belonging to solving global problems, the implementation of further cultural development, and innovation.

Thus, the platform of the brand is a tool for the formulation of unique set of branding-part that will differentiate it in difficult market conditions. **Legend brand** Universities are a story of its origin described as an interesting history and is based on historical facts. Legend defines "age" of the brand says his fate and largely determines further development.
Mission brand Universities (goal of the brand) is presented in the most general summary form and often represent the main reason for its existence, it is a fundamental policy statement that defines the major principles of the functioning and development, gives the message to the environment about its aspiration and contributes to the formation certain the image of the object and creation of corporate spirit.

The last element of the brand platform is Appearance University, including the elements that make it possible to create a visual identity of the brand, make different from competitive. External elements of brand identification Universities are the following: name, logo, graphic, slogan, shape, colour or colours, sounds (hymn) movements - all components forming the final image of the university, which includes work on the formation of the elements of corporate culture and corporate style, finding effective strategies of their own identity and preferences in their work that in the future will turn into values that will provide long-term sustainable associative perception of the target audience.

Brand Universities give him a list of benefits:
1. Thanks to the popularity of the brand and audience loyalty reduced marketing costs;
2. Getting additional preferences (brand is seen as an indicator of quality, attracting the attention of potential customers and involve more number of students);
3. High consumer confidence will simplify the implementation of the expansion strategy (specialties, new faculties, university affiliates);
4. Some protection in a competitive market;
5. Strengthening corporate image, simplify promotion of new ideas.

The visual concept of the brand Universities assumes presence of three elements: slogan, background, symbolic sign or figure, each of which has specific requirements and recommendations. Universities brand slogan (mantra) should be short, rhythmic, harmonious; it must clearly and unambiguously perceived avoid ambiguous; finding the perfect slogan is figurativeness and associability which over time, influencing the minds of consumers, will cause persistent association brand perception universities, for example, the slogan of Nijinsky State University M.V. Gogol (Ukraine) sounds convincing: "We taught Gogol - and teach you!"

Logo is responsible for creating "pictures" in memory of the consumer, visualizes the brand. Often logo looks like a picture, the name of the university or even its first letter. The logo should harmoniously combined with the name of the brand, to be executed with it in the same style, do not interrupt him. Graphics and text are obliged work by single connection.

The use of corporate colours also plays a certain role in creating the image of the university. Background (cover-brand) is a colour basis, on which will be located slogan and other elements, colour range carries symbolic of loading understanding of brand and improves the efficiency of the associative perception. Symbolic identification marks as external symbols (visual-brand) complete the visual image of the brand, enhancing its perception. Every element of the first stage of promotion of brand complement each other and used together in the future deployment, development of brand university, each element of the visual concept can be used separately, based on existing associative perception of consumers.

The presence of the visual concept of brand (front office) is mandatory, it supports popular universities, recalls the essence of the brand, which can be considered as the interaction and is mutual complementing following hierarchical levels:
1. Attributes that describe the brand as physical education facility, appearance, size, key components;
2. The benefits i.e. the unique properties of Universities brand that aimed at the specific needs of customers;
3. The values characteristic i.e. consumer attitudes to brand university;
4. Individuality, which allows us to represent the brand in the form of human characteristics and provides emotional connection with consumers and promotes a high level of popularity;
5. The basic idea of a brand (slogan or mantra).
The presence of the working platform of the brand, it’s clear positioning in the market and creates conditions for the development of brand management Strategies University. The essence of the brand Universities, the strategy of its construction, development, promotion of the educational market, its advantages which is the main lever for creating its sustainable associative perception constitute its contents, and external identifiers Brand universities which enable to distinguish a brand from its competition, consists its form. The harmony between form and content, of the brand gives it maximum efficiency. That is why the purpose of branding universities, on the one hand, is the search and selection of precise verbal and visual of the brand identifiers, and the other, is a serious development of brand elements which make it a single image. In the context of unity of form and content a successful brand is a demand concept universities understand essence, attractive for the target audience conscious differentiation and sustainable set of attributes and qualities, agreed among themselves, exact niche positioning, good name that reflects and supports the essence of the of the brand, visual aesthetic that is unique and adequate to content brand. So fair is the formula:

**The unity of form and content = successful brand**

Violation of the unity of form and content of the brand Universities lead to serious risks and errors, reduce life cycle brand. The imbalance between form and content of the brand are different. A common imbalance is the creation only form. In case there will be no spontaneous formation of content, which is rare; the brand is not competitive and short. The disproportion as the lack of consistency between form and content, there is often plagiarized brands that use strategies to adapt to the market. Amorphous, not a clear form of the brand could lead to the disappearance and those brands that have a long history of development, if the market there will be a brand with a bright, recognizable form. To avoid these distortions of form and content it is necessary to maintain a balance between them, never forget the sequence: a study of the competitive environment, the concept of education proposals, the essence of the brand, quality and characteristics, differentiation, positioning, creative concept, identification, and audit. The process of creating of a brand of the university is very important in achieving the main goal of its functioning in the market conditions and commercial success. Chaotic movements on promotion in this way that were studied, analyzed, been structured many well-known by scientists and practitioners, turned in a specific sequence, methodological scheme step by step instructions.

**Education marketing as a tool for brand Universities**

Promotion of Brand University involves the use of traditional marketing tools complex of which directed to creating its favourable image in order to develop the competitiveness of universities. The system of marketing tools in this context is regarded as educational marketing. Scope of educational marketing is extremely broad. In general it can be defined as the educational market in which there is production, demand and offerings product of a special type of educational programs, courses, books and more. There is a difference between the marketing tools of economic and educational environment, but generally channels of promotion are traditional. So, if we review this question through the prism of B2B and B2C markets, promotion Brand University in the educational environment provides deliver speech before school community and personal negotiations with corporate customers and sponsors. Traditional Advertising channels are television, radio, outdoor media, the media and others. Among the methods for promotion a Brand University: traditional PR, action public speaking, Internet technology, use of which now is very topical and effective. The optimal ratio of integrated marketing tools will provide additional effect of the perception of consumers of educational services. "Integrated marketing communications is a multi-tool system information and communication impact on the target audience, intended for synergistically effect of simultaneous use advertising, PR, sales promotion, customer loyalty programs" [60, p. 24].
Single message in within integrated marketing communications allow for more effectively achieve their goals by delivering accurate and clear information to the target audience.

Using a systematic approach in the choice of channel promotion of brand education services or Brand University as a resource in the competition for the consumer, exactly brand will strengthen the authority and credibility of the university. In the aspect of promotion of educational brand by advertising means, brand acts as an agent of influence on consumers. It is the carrier of psychological, cultural and ideological characteristics that can be considered of educational brand equity as a source of innovation in the sphere of education. Development of the system of integrated marketing communications is one of the final stages of creating a brand that includes:

1. Media planning that ensures contact the advertising message with target audience that occurs through the purchase of advertising spaces in the media and the placement of advertising;
2. Production of promotional products;
3. Placement of promotional products in the channels of communication;
4. Complex loyalty programs.

It should be noted that consumer loyalty to the brand Universities have certain features are connected with duration of repeated treatment to brand, which should not be involved only during entrance campaign but should be permanent. The principle of Loyalty consumer is to create the impression of contact with the brand that causes a credibility and which must be supported throughout the lifetime of the brand that stimulates potential consumers of educational services is the choice of a university and the recommendations of his friends ("word of mouth" is the most effective way to spreading information). Loyalty to educational brand maintained by a support holistic concept of Brand University.

Brand is an intangible asset of the university. Creating and promotion of brand University are innovation that helps create and save margin premium brand through the use of integrated marketing communications, increasing the effectiveness of its promotion. According to research by Interbrand brands Harvard University and Stanford University estimated more than Pepsi and Sony respectively [73].

Today in the world there are about two dozen approaches to valuation of commercial brand, but the basis of various methods are a number of similar indicators: the history of the brand; stability of the market; share of coverage of national markets; the cost of advertising support; legal protection. Therefore, creating a powerful of educational brand is not a simple mechanical combination of a number of technologies and promotion system in the educational market and permanent impact on potential customers.

The positive reputation of the staff combined with the brand Universities creates a unique image, which contributes to its strengthening and effective promotion of the market, there is a direct correlation between brand Universities, commercial and academic success, which is why its establishment has strategic importance.

It is important to distinguish the category of «brand identity» and «brand image» that "brand image" as brand perceived and "brand identity" as the way it should be perceived. Associative perception is decisive for both notions; it is the basis of the communication process, connection between brand and consumer. The difference is in the degree of match between expected and obtained a perception, the task of brand management make this difference minimal that can be achieved through constant monitoring of the market environment, customer surveys, audit and correction brand. Thus, the concept of brand identity linked to it subjective perception of consumers.

Positioning the university envisages the geographic location of the target segment (find and take a free a market niche of educational services, or compete in the existing), the availability of competitive advantage. In modern conditions to take a free niche is only possible if the university has special characteristics that will be a competitive advantage. The task positioning a university comes down competitive advantage over similar institutions.
Geographical segmentation of the market is characterized by emotional closeness consumer groups, that gives general psychographic and become the hallmark features of this process. Economic, political, demographic, cultural and ethnic criteria also contribute to the transformation of modern market segmentation.

**Formation of educational brand image through its images**

Image of university is a complex formation, which through the system of visions, projected onto a target audience, as shown in Figure 2.3.7:

**Figure 2.3.7: System visions of university through which perceived its image**

*Source: compiled by author*

Each of the defined elements is dominant in different cases. To hold separate element is rather arbitrary because of the tight links between elements but analysis and management optimizes individual elements forming the required vision through which the future will be perceived image of the university. For example, economic vision will carry the information about attractive conditions of investment in education, the possibility of free continuing education in the case of personal success. Scientific and technical vision will open intellectual potential of the university and the limitless possibilities of science within the educational institution, which remains outside of a demand.

Geographical vision combining of the representation about territorial brand of university, structural characteristics, location coordinates, which can be crucial in implementing consumer choice. Of great importance in forming the image of university has its brand of person brands such as faculty members, favourite students, scientists, athletes, historical figures. Scientific and technological vision of university supported by its scientific and technical potential, which is determined by a combination of material, labor and financial resources that channelled in scientific and technological activities and are able to make better use of social labor.

Its integral parts are innovative and scientific potential. The dominance of the scientific and technical university vision occurs in the evaluation by potential consumers the general vector of the university, its scientific, creative, intellectual potential and investment attractiveness.

Australian researcher A. Yates says that there are only two mechanisms for technology development: marketing breakthrough and technological push that are interconnected [74]. Measures to create a positive image of university belong to the first mechanism and the
creation of its scientific and technical basis reflecting the reality corresponds to modern global trends of innovation development of the university.

**Impact the education brand on the economic potential of the country**

Post industrialization of the country involves the use of highly qualified specialists in all production sectors, so support and development of the educational sector provides, on the one hand, and the need, on the other hand, adequate industrial development, all sectors, including agriculture, in order to integrate "products" scientific vector with the industry in the future. Post industrial economy to provide a harmonious combination of the triad: science, education, manufacturing and harmonious development of each element. Systemic efforts of the government, private business and the public help overcome institutional, financial and political problems of the educational establishment. The low level of scientific and technical base poor financing of research, resistance to scientific and technological innovation, inhibit the improvement of education. Formulation and solving these problems requires modern tools of strategic management of development of the educational sector as an open system that preparing the intellectual capital of the state, effective format which is certainly Brand University.

Qualitative changes in the development of education in the country are congruent task of innovative development of national economy, the result of which is closely correlated with the provision of economic security of the country and its economic development potential that shown in Figure 2.3.8:

![Diagram showing the impact of brand education on country's economic potential](image)

**Figure 2.3.8: The impact of brand education on country's economic potential**

*Source: compiled by author*

Thus, in the context of a market economy the brand university is subject of the educational market, which offers and promotes its "product" in the form of educational services and product, persons brand, brand events, territorial brand by setting communication with customers by using optimal system of integrated marketing tools. Creation, development and promotion of brand university envisages of focus in several ways is formation of internal brand, employer brand or back-office and external development of the brand, its front-office; create (attracting) person brand, brand events, territorial brand. Strong, powerful, long-term brand university can be created only if its back-office is integrated with its front-office, their combination with other elements of the brand university. Only such brand can become famous, popular, competitive and economically prosperous. The integration of brands universities, science and industry will provide an innovative vector of development of the national economy.

**Brand education as a guarantee of competitiveness of University**

Education Brand for consumer means, first of all, that graduates of these universities are the most competitive in the world labor market. In particular, the rating of universities evaluated by the British magazine Times Higher Education accordance with the employment rates of graduates in the top ten places taken seven US universities, Britain is represented by 2 universities, Canada by one that can be seen in Table 2.3.1.

British education today considered unsurpassed global brand, and London called
educational capital of the world [59]. British education today considered unsurpassed global brand, and London called educational capital of the world [59].

Table 2.3.1

<table>
<thead>
<tr>
<th>Name of University</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvard University</td>
<td>USA</td>
</tr>
<tr>
<td>University of Cambridge</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>University of Oxford</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>California Institute of Technology, Caltech</td>
<td>USA</td>
</tr>
<tr>
<td>Yale University</td>
<td>USA</td>
</tr>
<tr>
<td>Massachusetts Institute of Technology, MIT</td>
<td>USA</td>
</tr>
<tr>
<td>Stanford University</td>
<td>USA</td>
</tr>
<tr>
<td>Columbia University</td>
<td>USA</td>
</tr>
<tr>
<td>Princeton University</td>
<td>USA</td>
</tr>
<tr>
<td>University of Toronto</td>
<td>Canada</td>
</tr>
</tbody>
</table>

*Source: compiled by author [67]*

Our research global education brands showed that University of Cambridge and Oxford University of United Kingdom occupy 2nd and 3rd place at the ranking British magazine Times Higher Education top 100 world university based on an assessment of their reputation, and the total number of English schools in the rating have only 12%, while first place ranking is Harvard University (Harvard University), USA, and the proportion of university of the country is 43%, as shown in Figure 2.3.9:

![Figure 2.3.9: The structure of the top 100 world university in 2015](image)

*Source: calculated by author [65]*

In the TOP-200, according to BBC News, also dominates United States with index 49, universities of UK occupied 30 positions in the rating. Netherlands are represented by 12 universities, Germany by 11, Canada, Australia and Japan each by 8, China by 7, France, Sweden and Hong Kong by 5 universities [67] Brand University provides to educational institution an attractive reputation that allows university to retain consistently high price of education that can be seen on Table 2.3.2.

At the same time Brand University offers opportunities to invite the famous scholars and scientists, creating scientific schools and traditions educational institutions carried out research and discovery for those receiving awards, and this, in their turn, attracts consumers of educational services, increasing competition among universities and increasing the quality of educational services. Graduates of the top ten university in the world as assessed by their reputation Presidents were 13 and 325 Nobel Laureates (more than 50% of the total number of laureates in physics, chemistry, literature, medicine, economics and Peace), which evidence in
favour of the creation of brand university. Among the famous graduates of the top ten universities in the world are politicians, scientists, filmmakers, artists that are shown in Table 2.3.2.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of university</th>
<th>Country and foundation year</th>
<th>Famous graduates</th>
<th>Price per year of study (thousand $ US)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Harvard University</td>
<td>USA, 1636</td>
<td><strong>8 Presidents</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>69 Nobel Laureates, Theodore Roosevelt, John F. Kennedy, George W. Bush, Barack Obama, Mark Zuckerberg (Facebook), Bill Gates, Natalie Portman and others</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>University of Cambridge</td>
<td>Great Britain, 1209</td>
<td><strong>64 Nobel laureates,</strong> Isaac Newton, Charles Darwin, George Byron, Vladimir Nabokov, Francis Bacon and others</td>
<td>14-35</td>
</tr>
<tr>
<td>3</td>
<td>Oxford University</td>
<td>Great Britain, 1096</td>
<td><strong>27 Nobel laureates,</strong> King Edward VII and VIII, Stephen Hawking, Andrew Uaylz, Margaret Thatcher, David Cameron</td>
<td>14-32</td>
</tr>
<tr>
<td>4</td>
<td>Massachusetts Institute of Technology</td>
<td>USA, 1861</td>
<td><strong>32 Nobel laureates,</strong> David Baltimore, Robert Solow, Jerome Friedman and others.</td>
<td>36-40</td>
</tr>
<tr>
<td>5</td>
<td>Stanford University</td>
<td>USA, 1885</td>
<td><strong>10 Nobel laureates,</strong> including Economics: Oliver Uilyams, Alvin Elliott; Condoleezza Rice, Sergey Brin (Google), Larry Page and others.</td>
<td>40-43</td>
</tr>
<tr>
<td>6</td>
<td>University of California Berkeley</td>
<td>USA, 1868</td>
<td><strong>66 Nobel laureates,</strong> 9 winners Wolf, 7 owns of mathematical Fields Medal and other</td>
<td>35-40</td>
</tr>
<tr>
<td>7</td>
<td>Princeton University</td>
<td>USA, 1896</td>
<td><strong>15 Nobel laureates,</strong> Woodrow Wilson, Johnny Cache F. Scott Fitzgerald</td>
<td>37-40</td>
</tr>
<tr>
<td>8</td>
<td>Yale University</td>
<td>USA, 1701</td>
<td><strong>5 Presidents</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>20 Nobel Laureates</td>
<td>40-43</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>George W. Bush, Gerald Ford, Bill Clinton, William Clinton, Edward Norton, Jodie Foster, Healers Clinton, Meryl Streep</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>California Institute of Technology</td>
<td>USA, 1891</td>
<td><strong>35 Nobel laureates,</strong> Martin Luther King, William Campbell, Paul and other Modric</td>
<td>40</td>
</tr>
<tr>
<td>10</td>
<td>Columbia University</td>
<td>USA, 1754</td>
<td><strong>39 Nobel laureates,</strong> Joseph Stiglitz, Milton Friedman, Leonid Cooper</td>
<td>45</td>
</tr>
</tbody>
</table>

Source: compiled by author [66, 67]

Achieving graduates of the famous education brands is significant. Thus, graduates of Stanford University became the founders of the world famous companies as: Google,
Hewlett-Packard, Electronic Arts, Yahoo!, Cisco Systems, Silicon Graphics, Sun Microsystems. A graduate of Harvard University, Mark Zuckerberg created a social network Facebook and considered the young billionaire in the world.

The competition between educational establishments of all levels for students has gone beyond national borders; universities create attractive conditions for foreign students, strengthening the scientific and industrial potential of their own countries.

The undisputed leader in this respect is the USA where annually removed nearly 1 million students Figure 2.3.10:

![Bar Chart](chart.png)

**Figure 2.3.10: The number of foreign students (thousand people)**

*Source: compiled by author according to [64, 66, 67]*

To summarize, the following points are to conclude and to discuss:
1. Science and education play a strategic role in the development of innovative economy;
2. Science and education are the main sources of innovation potential of the national economy;
3. To create of establish educational brand simplified by algorithmic process;
4. Brand HEI is a unique set of all forms of brand that has integrated capacity development;
5. The development of educational brand depends on the harmony between its back-office and front-office;
6. Positioning university in the educational market provided by platform its brand;
7. Efficiency university brand depends on its promotion by means of educational marketing;
8. The positive perception of image Brand University provided broadcasting system of its visions to target audience;
9. Education Brand directly influences the formation of economic potential of the country;
10. Brand University (HEI) is the guarantor of its competitiveness in the educational market.

**REFERENCES**


