

University's strategic communication: Forming a conceptual framework of research

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The development strategy of the modern university is focused on the core of the target audience - applicants, their parents, students, learners, graduates in particular, and on the needs of business and the state globally: large and medium-sized commercial structures, state corporations, authorities, scientific organizations, as well as the formation of a segment of entrepreneurs [1]. This is possible with the constant updating of educational services and research work for the needs of the country's economy. Only a combination of university, state and business can ensure the implementation of the global strategy of relevance of higher education institutions to the requirements of the economy [2]. Communication strategy is a complex brand impact on the internal and external environment in order to create a favorable interaction with the target audience [3], a multi-factor system of existing ways of transmitting information to the target audience, the sequence and time of their use and quantitative evaluation of the results achieved what determines the economic efficiency of the developed strategy of the organization [4]. The aim of the implementation of the communication strategy is to consolidate ideas about the university, its educational, scientific and educational activities in the minds of contact and target groups which is part of the positive image of the university. The main development vectors of the communication strategy of the university are: 1) priority of higher education quality; 2) adaptation to the changes of needs of target segments; 3) self-identification and differentiation; 4) positioning and forming the brand of the university [5]. The specifics of the university communications consists of constant adaptation, taking into account the social attitudes of new generations of incoming applicants and students. The communication potential of the university is a combination of all communication and marketing tools and a creative promotion strategy. Marketing communications that combine technologies of PR-influence and interpersonal relations with public opinion leaders, organizations and structures build partnership, mutually beneficial relationship - collaborations between different target groups, what is called brand communications [6]. Information channels should have a high level of trust, technology, and availability. In Russian practice, it is necessary to note the low digital activity, lack of relevance, creativity and modern approaches to the implementation of communication channels: the Internet, Intranet, social networks, electronic media, work sites and other media activity. The result of the audit of the promotion of various universities and its departments is smart metrics for the educational sphere. The communication strategy should be declared not only for the university as a whole, but also for the departments as individual units. It should be implemented on the level of graduating departments where the industry situation, the educational professional standards and the employers' need for personnel are clearly visible. Sources and literature 1. On strategic planning in the Russian Federation: Federal

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