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IMMERSIVE MARKETING AND THE EDUCATIONAL SERVICES MARKET: ALGORITHM FOR HEIS

Abstract:

The work is devoted to the creation of an immersive environment model for the promotion of educational products. The model of immersive marketing assumes a two-way impact on potential consumers of educational services. The first direction is to attract "internal" potential through immersive learning technologies and further promotion of educational products through influencers among students. The second direction is immersive marketing directly for potential service consumers, which includes tools for their "immersion" during various promotional educational events, open days, competitions, etc.

A structural-logical connection scheme between the two directions of immersive marketing is proposed. The role of internal and external stakeholders in forming the algorithm for promoting educational services is described.

Implementation practice of immersive tools in marketing shows that the active use of feelings and senses makes it possible to form a positive image of an educational product not verbally but in a multidimensional environment of perception.

At the same time, all illustrative materials accompanying the promotion of educational products are separate subjects for research. As part of this work, the design of advertising and illustrative materials was studied in the behavioral research laboratory. The research results made it possible to propose the optimal design of illustrative materials, which "immerses" potential consumers of educational services in the process of effective acquaintance with the product.

An integrated approach based on "immersion" in researching an educational product allows you to effectively use various approaches in forming a marketing mix at universities.

Keywords:

Immersive Marketing, Educational Programs, Promotion

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