

**COMPARATIVE ANALYSIS OF SUPPLEMENTARY EDUCATION
ORGANISATIONS' PROMOTION IN THE DIGITAL AGE**

***ANÁLISE COMPARATIVA DA PROMOÇÃO DE ORGANIZAÇÕES DE EDUCAÇÃO
COMPLEMENTAR NA ERA DIGITAL***

***ANÁLISIS COMPARATIVO DE LA PROMOCIÓN DE LAS ORGANIZACIONES DE
EDUCACIÓN COMPLEMENTARIA EN LA ERA DIGITAL***

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ABSTRACT: Our research aims to identify approaches to promoting further education resources. Staff development is the main indicator of employee productivity and a productive "motivation factor" of increasing work initiative, strengthening the personnel behind the enterprise. Modern production places high demands on working personnel and the system of their training and retraining in the conditions of market relations. In the process of scientific and technological progress, some specialties disappear, others arise. All this creates a need for the latest forms of training, retraining and advanced training of employees. In this regard, educational institutions are faced with the need to find potential clients who need to meet the need for professional growth. Competition between organizations in the education market has intensified due to the pandemic. All this makes it relevant to use modern technologies in attracting the attention of employers to the opportunities for retraining and advanced training in a particular educational organization.

KEYWORDS: Education resources. Digital age. Educational organization.

RESUMO: Nossa pesquisa visa identificar abordagens para promover recursos de educação continuada. O desenvolvimento de pessoal é o principal indicador de produtividade dos funcionários e um "fator de motivação" produtivo para aumentar a iniciativa de trabalho, fortalecendo o pessoal por trás da empresa. A produção moderna exige muito do pessoal trabalhador e do sistema de sua formação e reciclagem nas condições das relações de

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mercado. No processo de progresso científico e tecnológico, algumas especialidades desaparecem, outras surgem. Tudo isto cria a necessidade das mais recentes formações, reciclagem e formação avançada dos colaboradores. Nesse sentido, as instituições de ensino se deparam com a necessidade de encontrar potenciais clientes que precisam atender à necessidade de crescimento profissional. A competição entre as organizações no mercado de educação se intensificou devido à pandemia. Tudo isso torna relevante o uso de tecnologias modernas para atrair a atenção dos empregadores para as oportunidades de reciclagem e treinamento avançado em uma determinada organização educacional.

PALAVRAS-CHAVE: Recursos educacionais. Era digital. Organização educacional.

RESUMEN: Nuestra investigación tiene como objetivo identificar enfoques para promover recursos de educación superior. El desarrollo del personal es el principal indicador de la productividad de los empleados y un "factor de motivación" productivo para aumentar la iniciativa de trabajo, fortaleciendo al personal detrás de la empresa. La producción moderna impone grandes exigencias al personal de trabajo y al sistema de su formación y reciclaje en las condiciones de las relaciones de mercado. En el proceso de progreso científico y tecnológico, algunas especialidades desaparecen, otras surgen. Todo esto crea una necesidad de las últimas formas de formación, reciclaje y formación avanzada de los empleados. En este sentido, las instituciones educativas se ven enfrentadas a la necesidad de encontrar clientes potenciales que necesiten cubrir la necesidad de crecimiento profesional. La competencia entre organizaciones en el mercado educativo se ha intensificado debido a la pandemia. Todo esto hace que sea relevante el uso de tecnologías modernas para atraer la atención de los empleadores sobre las oportunidades de reciclaje y capacitación avanzada en una organización educativa en particular.

PALABRAS CLAVE: Recursos educativos. Era digital. Organización educativa.

Introduction

Currently, there are over 500 educational institutions in Russia that implement programmes of supplementary vocational education in various areas of professional development for employees and professional retraining in socio-economic sectors.

The relevance of remote forms of supplementary vocational education became important during the pandemic, which adjusted the work of many educational organizations. In spring 2020, due to the coronavirus, the education system had to adapt to the new circumstances and online education developed greatly. Many education centres started to use online technology in their work, which helped to attract clients from different regions.

It is considered relevant to promote using modern tools to attract the target audience, allowing to attract more customers to the educational institutions (SYCHEVA *et al.*, 2019). One such tool is lead generation - collecting contact data of the target audience. The word

"lead" has replaced the expression "potential customer". A person becomes a lead after leaving their contact details or making contact (ZOTOVA *et al.*, 2019).

According to the ROISTAT marketing platform, the following trends are emerging in the lead generation market today (BIZNES-ANALITIKA, 2021):

1. Chatbots. The trend has been influenced by the pandemic, which has encouraged customers to reach out more often to messenger companies when offline outlets were unavailable. Chatbots in lead generation act as an interactive form. During the dialogue, the bot collects information about the user: name, contacts, interest in a particular product. The latter will help in further segmentation of users.

2. Video marketing. Videos help generate leads for 83% of marketers, this is because to our brain is easier to process visual content than text content.

3. Influence marketing. One of the key trends in lead generation is influencer referral marketing. Influencer becomes an intermediary between the audience and the brand and influences audience loyalty (MOISEEVA *et al.*, 2021). The market is now witnessing the transformation of e-commerce not only to social-commerce but also to live-commerce.

4. Lead generation using DMP ("Data Management Platform"), a tool that collects anonymized data from sources - visited websites, social networks, apps, CRM, point of sale - stores, processes and structures it. The technology solves the problem of comparing data, such as a user's purchase history and information about the sites visited. An ad campaign based on the DMP-platform is more targeted, it reduces the number of impressions needed to make a click.

5. Content marketing. Customers trust brands that provide them with useful and interesting information. 80% of business decision makers prefer to learn about a company from articles rather than advertisements. This makes content marketing one of the most effective lead generation tools.

6. Omni-channel marketing. In omni-channel marketing, channels are linked to each other: for example, an online shop's website adds information about how many items are left in offline outlets. Example of an omni-channel approach: The offline and online shops are linked. An omni-channel strategy is an integrated use of communication channels, each supporting the others.

7. Services for lead generation. To attract leads, marketers automate mailings, segmentation of leads, search for contacts. Mailings, a BTL promotion method, are trending today and are divided into:

8. A welcome pop-up to collect emails. By entering the details, the visitor would receive an email with a product catalogue. 75% of the users opened the email and 40% clicked through to the website from the email.

9. Reminder emails with products from the shopping cart.

10. A pop-up and an e-mail with viewed products. 63% of those who received the letters opened them. The link was followed by 21%. When the system 'saw' that the user was about to leave the site, it attracted them with useful content.

Materials and Methods

We have carried out a comparative analysis of the ways of promotion between Moscow supplementary education centres: "Center of information technologies and staff advanced training" of MSUTM (MSUTM Center of Vocational Training), Training Center "Specialist" at N.E. Bauman Moscow State Technical University and National Research University "Higher School of Economics" ("Open Education").

The choice of organizations of supplementary education for comparison was due, on the one hand, to their specialization in activities in the field of additional professional education of advanced training and professional retraining of specialists, as well as the dissemination of scientific, technical and economic knowledge of best practices that contribute to the intellectual development and education of citizens.

In this study, the SWOT-analysis method was applied to identify the strengths and weaknesses of the organization, its ability to deal with threats and seize opportunities based on the internal information of the firm in order to form the promotional prospects and assess the real position of the MSUTM Centre of Vocational Training and its competitors.

Table 1 – SWOT analysis matrix of the MSUTM Centre of Vocational Training

Strengths	Weaknesses
<ul style="list-style-type: none"> - Structural subdivision of a public university - Website - Discount system and loyalty program - Social networking - Availability of online booking - Quality assurance of services - Flexible pricing policy - Variety of training courses available - Variety of training formats 	<ul style="list-style-type: none"> - Localization in only one location in Moscow - Visually unattractive building - High occupancy of classrooms

- High technical support Competitiveness	
- Opportunities	- Challenges
- Staff development - Entering new market segments - Expanding the range of services provided - Increase of income level of the population - Attracting new clients - Increase in qualified staff upon completion of training	- Unstable epidemiological situation - Falling income levels of the population - High competition - Depreciation of education

Source: Devised by the authors

According to the above analysis, the main advantage of the company is quality assurance and positive feedback on the services provided by the company, which determines not only its competitive position now, but also opportunities to strengthen its competitive position in the future.

In our opinion, an effective way to promote services for MSUTM Centre in the market will be BTL-promotion in the form of postal mailings as the most effective, common and less costly way to attract potential customers.

Let us conduct a comparative analysis of the promotion of services of other centers for further professional education.

The Higher School of Economics (HSE) (National Research University Higher School of Economics, 2022) offers online courses in the basic disciplines studied in Russian universities on the educational platform "Open Education" (LIKHACHEVA, 2015). The HSE announces upcoming events and programmes by means of e-mail newsletters, publications in social networks.

The Training Centre "Specialist" at N.E. Bauman Moscow State Technical University (2022) has its own website, which contains full information on training and courses provided, on teachers and the cost of all services.

Results and discussion

A comparative analysis was made between the centers of additional education: "Center of information technologies and staff advanced training", Training Center "Specialist" at N.E.

Bauman Moscow State Technical University and National Research University "Higher School of Economics". The analysis is shown in Table 2.

Table 2 – Comparative analysis of supplementary vocational training centers

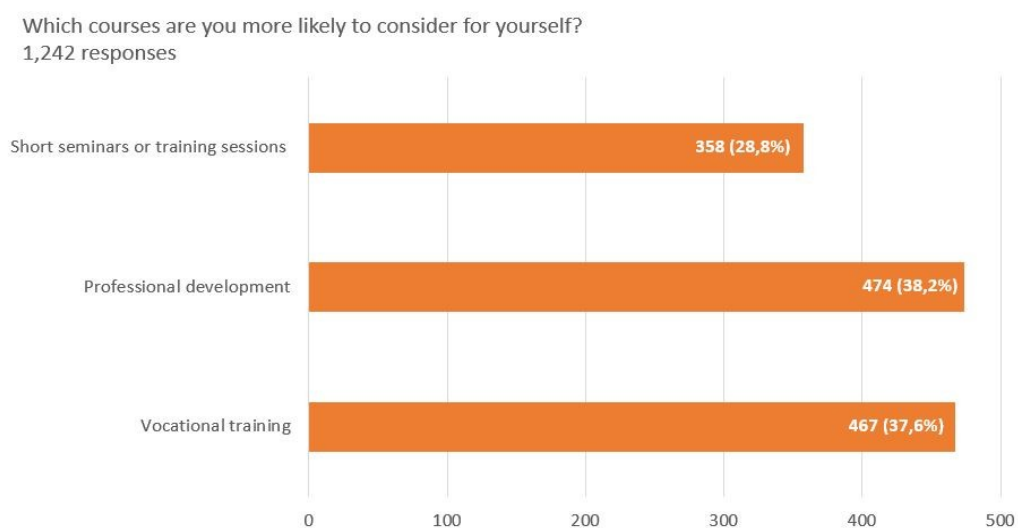
Comparison parameters	National Research University " Higher School of Economics"	Training Center "Specialist" at N.E. Bauman Moscow State Technical University	"Center of information technologies and staff advanced training"
Educational courses	Economics and management, education and educational sciences, mathematics and natural sciences, linguistics, fine and applied arts, law, information and computer science, etc.	Programming, information security, courses for accountants, internet technology, health and safety, management and advertising, 1C courses and more.	Economics and finance, management, office management, architecture and design, information technology, management and advertising, 1C courses, etc.
Availability of a website	Official university website with clickable links to courses available	Available	Available
Availability of social media	There are several social media profiles of the different departments, no separate course page	Available	Available
Availability of a website	Official university website with clickable links to courses available	Available	Available
Availability of social media	There are several social media profiles of the different departments, no separate course page	Available	Available
Target audience	Most trainees are in the under-35 and over age category	Most trainees are in the under-35 and over age category	Men and women aged 25-60 living in Moscow and Russia's regions
Number of courses	Over 900 training courses	Over 1000 training courses	Over 60 courses and seminars
Training format	In-person, online, distance, individual, open training	In-person, online, distance, individual, open training	In-person, online, distance, individual
Branch offices in Moscow and the Moscow region	More than 20 buildings across Moscow	5 complexes	Represented by one building in Moscow
Availability of final events to	Examination, credit or defense of an essay	Testing, examination	Testing, examination

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Source: Devised by the authors

We conducted a target audience survey with 1,243 respondents. Here are the results of the survey relevant to our study.

Figure 1 - "Which courses are you more likely to consider for yourself?"

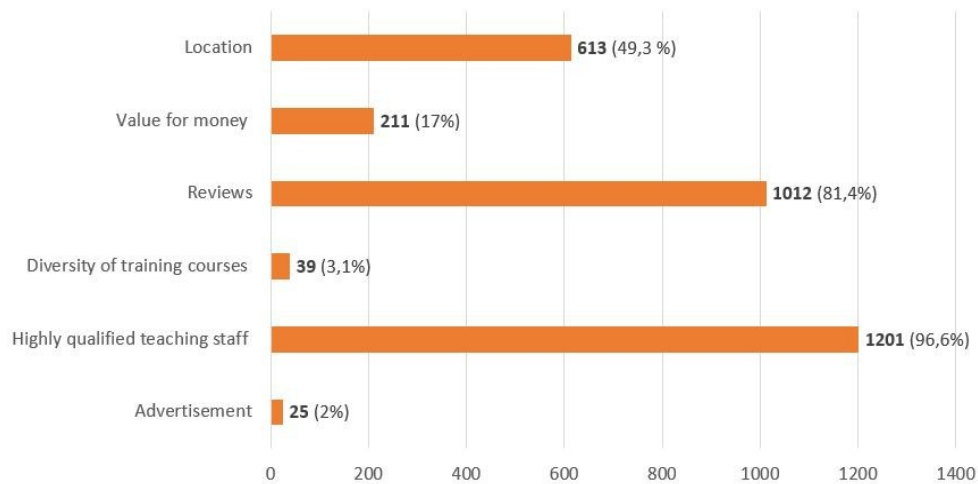


Source: Devised by the authors

Most respondents turn to online courses for professional development or vocational training (see Figure 1). The main priority criteria for respondents when choosing a Training Centre were highly qualified teaching staff, cost of training and reviews (see Figure 2).

Figure 2 - "What are your priority criteria in choosing a Training Center?"

What are your priority criteria in choosing a Training Centre?
1,243 responses



Source: Devised by the authors

Based on the answers to the question "What sources do you use to find out information about the Training Center?" we can conclude that most respondents find out information about the Training Center through e-mail newsletters (98.6%), the official website (98.4%), social networks (92.3%) and recommendations of friends and colleagues (92.2%).

Conclusion

After looking at the ways in which companies that are competitive have chosen to promote their services, it can be concluded that they have chosen roughly the same ways of promoting their services. Therefore, when comparing several companies, it is difficult for a potential consumer to choose a particular one.

The survey of the target audience confirmed the chosen main channel of e-mailing the existing database of leads.

Thus, to promote modern educational services in the context of digitalization, it is necessary to choose ways of promotion that can attract the attention of the target audience, considering changes in communication trends associated with the general trends caused by self-isolation, the needs of the employer as the main customer of additional education for employees, as well as to consider the communication channels demanded by the target audience of additional education organizations (ZOTOVA; MOISEEVA; FILIPPOVA, 2019).

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