

## **SUSh MARKETING STRATEGY CONCEPT**

The marketing strategy was developed on the basis of Gyumri State Pedagogical Institute (GSPI) Development Strategic Plan (2015-2019).

A marketing strategy has been developed to fulfill the mission of the University, with the aim of raising and strengthening the rating of the University in the region as an organization implementing educational and scientific activities.

When conducting marketing activities, the University has taken into account external and internal beneficiaries:

- Applicants
- Students
- Lecturers
- Other University staff
- Parents
- Audience
- Organizations: commercial and non-commercial (Armenian and foreign)
- Ministry of Education, Science, Culture and Sport and other institutions related to education.

In conducting market research, the University has distinguished the following goals of its marketing strategy:

- Raising the University rating;
- Improving communication tools with internal and external beneficiaries;
- Improving and introducing marketing tools.

### **GOAL 1. The following criteria have been set for raising the University rating:**

- University educational activities;
- Scientific research activities;
- International visibility;
- University brand;
- Innovations.

1.1. To improve its educational activities, the University has set the following objectives:

- To regularly collect observations and suggestions from students, graduates and employers on the effectiveness of the educational process by providing feedback;
- To examine and analyze the link between the theoretical material, practical work and practice and the compliance with modern labor market demands;
- To ensure the availability of optional subjects by students for providing learning outcomes;
- To periodically review and comply professional academic programs with the labor market demands;
- To expand and diversify the business cooperation.

1.2. To improve its scientific research activities, the University has set the following objectives:

- To encourage the scientific research activities of SUSH academic staff;
- To stimulate the coverage of scientific research activities on the University website and other communication sources;
- To conduct an annual intra-university grant competition;
- To carry out joint trainings and online courses with other universities;
- To organize Academic Mobility of lecturers with different specialties;
- To organize conferences and discussions with partner universities as an exchange of experience;
- To cover the open lessons and scientific seminars on the official website and social networks.

1.3. To increase its international visibility, the University has set the following objectives:

- To develop a foreign language PAP (Professional Academic Program) specification and subject descriptions, post them on the official website and send to cooperating foreign universities;
- To train the lecturers to carry out a foreign language PAP;
- To ensure a continuous increase in the number of participants in Academic Mobility;
- To participate in international educational fair-exhibitions;
- To develop the possibility of receiving a double / joint diploma;
- To periodically revise and update the foreign language sections of SUSH website.

1.4. For the brand, the University has set the following objectives:

- To ensure the presence of media at University events;
- To ensure online broadcasts of University events on the Internet;

- To regularly post informative materials on University activities in social networks;
- To organize online courses in Armenian and foreign languages;
- To develop and expand educational services for foreign students;
- To organize preparatory courses for applicants;
- To involve students, alumni and faculty in University brand design;
- To expand cooperation with schools;
- To encourage the best students.

1.5. The University has set the following objectives for innovation:

- To expand the number of technically equipped auditoriums;
- To organize courses with the use of new technology;
- To encourage innovative scientific research activities among students and faculty;
- To establish the education-business relationship within the University.

## **GOAL 2. Improving communication tools with internal and external beneficiaries**

The University has set the following objectives:

- To create a database of students and alumni;
- To create a database of schools, colleges;
- To establish a guide for first-year students,
- To introduce the idea of mentorship in student life;
- To expand cultural, sports and public events at the University;
- To regularly organize school Olympiads;
- To organize professional orientation courses;
- To organize an open day for applicants and other beneficiaries;
- To regularly participate in educational fair-exhibitions;
- To organize free courses for applicants;
- To organize additional paid courses for students and other interested persons;
- To represent University academic programs in schools;
- To organize open lessons and discussions for public school staff and pupils;

## **GOAL 3. Improving and introducing marketing tools**

The University has set the following objectives:

- To organize internal and external advertising campaigns;
- To prepare foreign-language advertising and informational clips;
- To create an employer base and regularly send job offers to students and graduates;
- To create an internal student network;
- To introduce and advertise the distance learning based on certain academic programs;
- To regularly post promotional information materials on the Internet and in the media;
- To regularly organize corporate events;
- To prepare image stands;
- To create an online University weekly,
- To create Armenian and foreign language booklets and University study guides;
- To create souvenirs for enhancing the University brand;
- To continually expand and update the materials posted on the official website in Armenian and foreign languages.

To implement an effective marketing strategy at the University, objectives were set to develop:

- A Marketing plan according to the schedule;
- Advertising strategy;
- Public Relations strategy;
- University image design policy.

As well as to implement:

- An employment analysis of students and graduates;
- A periodic study of the labor market;
- A study of the students' learning satisfaction;
- A study of the socio-psychological description of the University student, applicant and alumni.