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The Formation of the Brand of a Faculty on the Internet (on the example of the Department of Marketing and Advertising, the School of International Business, Omsk State University named after F.M. Dostoevsky)

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Keywords: brand, branding, Internet, FMCG Market, SMM, logo, education

Summary. The article describes the basic concepts of branding. It presents also a method of formation of the brand in the fast Moving Consumer Goods (FMCG) Market and on the Internet. The authors describe in detail the practical techniques as well as the formation of the brand of the Faculty of Marketing and Advertising in Social Media Marketing (SMM).

Introduction

An active development of the market and the progress information (development of the media and the Internet) have refocused the business to compete with brands. The higher education system is experiencing the need for the formation of a unique, maintaining competitive position and increase the efficiency of communication with consumers.

Today the Internet is the main communication channel. In this regard, the Departments of Marketing and Advertising and of World Economic Relations have developed and implemented a method of managing their own brands on the Internet.

1. Department of Marketing and Advertising

Referring to the history of the Department of Marketing and Advertising, it should be noted that the Department was established in October 1992 with the title “Department of Innovation and Business”. From 1993 to 1998 it was part of the School of Economics. The present name was given in October 1998, after the transfer to the School of International Business.

Scientific directions: the regional market research, marketing research, theory development of urban areas, evolutionary economics. The department provides specialties “Marketing” and “Advertisement”. The department operates The Center for Marketing Research.

To build a brand marketing policy formation of the Faculty and of the Department of Marketing and Advertising it was proposed to use brand management methodology in the consumer market for goods and services developed by Alexandra A. Vereteno.

2. Brand management concepts and stages

Thus, the process of brand management takes into account the specifics of the consumer market and includes three successive stages: a preparatory stage, a projective stage and the stage of implementation of the project.

In the preparatory phase the strategic analysis is carried out, which includes an analysis of external and internal environments, as well as the macro and micro environments. The study of analytical data revealed as a result of research is necessary in order to understand the opportunities and threats that exist in the market, the strengths and weaknesses of the company in the design of a new brand, as well as entering the market.

The Projective brand management step includes the brand-building process, which consists of four successive stages: planning brand management strategy; development of aggregate brand identity; designing marketing communication system (MCS). As a result of this set of measures the trade mark is launched on the market, after a certain period of time (up to six months) an audit and evaluation of the economic and communicative effectiveness of the brand are performed for the further action to develop the trade mark (TM) and transform it into a brand.

The stage of the project realization includes the process of brand management. The management and development of the brand is carried out in four phases described in the projective stage with the addition of a strategic brand analysis (situational analysis of the market, consumers, competitors’ brands), which is based on the analysis of micro- and macro-environments.

At the stage of brand management adjustments are possible in the planning of brand management strategy, the MCS, according to the information obtained as a result of the audit, evaluation of the effectiveness and strategic analysis of the

brand. After determining the future course of development, over time, an audit and evaluation of the economic and communicative effectiveness of the brand are carried out

3. Brand management at the Department of Marketing and Advertising

According to the brand management techniques at the first stage the analysis of internal and external environments and the macro and micro environments were carried out. The findings were made during the secondary data:

1. A demographic pit, a lack of the necessary number of students.
2. A highly competitive market, 70% of the existing universities in the region provide a degree in marketing and / or advertising.
3. Insufficient funds to promote the specialty because of limited funding.
4. The need for compliance with the direction of the applied technologies for development of the Department of Marketing and Advertising.

At this stage prospective purposes and specific targets were connected. On the basis of those it revealed:

- the formation of awareness and attraction potential consumers of educational services,
- the creation of the organizational structure and the implementation of actions aimed at the creation, maintenance and development of the Department's brand.

At the design stage combined brand identity was done as follows: positioning, identity and the logo of the Department.

The main advantages and differences from competitors' features are the following:

1. The Department has first-class professionals, and each has their own unique technique and an individual approach to learning. You will be taught how to channel creativity in the right direction, as well as you will be given the opportunity to apply the knowledge in practice.
2. You will receive knowledge that will allow you not only to become an indispensable employee but also to create your own business and become a great leader.

A text, which highlights the benefits of the Department from its competitors, was designed.

A logo of the Department was also developed. The Logo of the Department of Marketing and Advertising is a polygonal ring, the corners of which are connected by lines. In the center of the ring is the inscription of the first letters forming the name of the Department. In symbolic terms the ring means infinity, eternity, unity, communication. Segments interconnected symbolize neural connections, neural network.

The colors used in the logo: blue, denim blue (symbolize knowledge, coolness, the world); purple (inwardness); jade (associated with nature, harmony); dark red, magenta (this part of the logo attracts attention, arouses interest).

Thus, the logo combines the progressive side and is acceptable to the educational institution. (see Fig. 1)



Figure 1. The Logo of the Department of Marketing and Advertising

Source: Internal materials of Omsk University.

Following the development of the brand identity, marketing communication system was formulated. According to the objectives and analysis communications are carried out through SMM. The branded accounts in social networks (Vkontakte, Facebook, Instagram) were created within a short time.

As part of the practice on the subject of “Internet Marketing”, there was created a group of students responsible for the placement of posts in each of the social network under the guidance of teachers of the Department. It is worth noting that management of the Department’s brand helps students obtain practical skills.

Every week material for placement in each net is formed according to the technical project plan and the characteristics of progress. Monitoring carried out in the form of a weekly report on the work done.

Conclusions

To improve the management and loyalty various marketing campaigns have been developed and conducted:

1. The students were asked to change their profile pictures in the network Vkontakte to the logo of the Department. Members – 54 people, the target audience coverage is more than 10,000 people.
2. The contest “Travel with the Department!” The period of the contest was from June 6th, 2016 to August 31st, 2016. Participants had to put the photo stickers of the logo on their summer vacation pictures. And many others.

At the moment the basic counseling and work with students is carried out in social networks.

Thus, a new system of brand loyalty control of the Department of Marketing and Advertising on the Internet is built that allows engage in dialogue effectively, innovate and build commitment to the Department and can be used by other faculties and departments.

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**TWORZENIE MARKI WYDZIAŁU W INTERNECIE (NA PRZYKŁADZIE WYDZIAŁU
MARKETINGU I REKLAMY, MIĘDZYNARODOWEJ SZKOŁY BIZNESU
NA UNIWERSYTECIE IM. F. DOSTOJEWSKIEGO W OMSKU)**

Słowa kluczowe: marka, branding, internet, rynek FMCG, media społecznościowe, logo, edukacja

Streszczenie. W artykule omówiono podstawowe pojęcia z zakresu brandingu. Przedstawiono również sposób tworzenia marki na rynkach Fast Moving Consumer Goods (FMCG) oraz w internecie. Autorzy opisują w szczegółowy sposób praktyczne techniki, jak również samo tworzenie marki Wydziału Marketingu i Reklamy Uniwersytetu im. F. Dostojowskiego w Omsku w ramach działań w mediach społecznościowych.

Tłumaczenie Maciej Czaplewski

Cytowanie

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