

COMMUNICATION IN THE EDUCATIONAL SERVICES: GENERAL AND SPECIFIC

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The prerequisites for the existence and implementation of communication are: 1) the availability of information or information exchange; 2) at least two members of the exchange; 3) members of the exchange are interconnected in levels of development; 4) different participants sharing their information potential. Communication is also in the process of educational activities of educational services. Communication is not just information transfer and exchange of information, which can be called as the information cycle. From consumers and other participants in the education market information is also supplied in response to the educational organization and action educational organization with proper planning, they need to be adjusted to market reaction. Only under such conditions communication will be full. Communication in

the educational market provides a permanent exchange of information between the organization and its educational environment that promotes maximum filling of student audiences by fully taking into account requirements of the latter. To interact with the market educational organizations usually use the so-called complex marketing communications, which is based on advertising, sales promotion, personal selling, public relations, direct marketing, as well as exhibitions and fairs, sponsorship, branding, integrated marketing communications at the point of sale. Today the market of educational services widely uses items such as complex communicative branding, sponsorship and social networks. Particular attention should be paid to social networks, as they have significant scale and reach prospects in the future.