

Ministry of Education and Science of Ukraine
**ODESSA NATIONAL ACADEMY OF
FOOD TECHNOLOGIES**

International Competition of
Student Scientific Works

**BLACK SEA
SCIENCE 2020
PROCEEDINGS**



ODESSA, ONAFT 2020

Ministry of Education and Science of Ukraine
Odessa National Academy of Food Technologies

International Competition of Student Scientific Works

BLACK SEA SCIENCE 2020

Proceedings

Odessa, ONAFT 2020

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2. ECONOMICS AND **ADMINISTRATION**

MARKETING ACTIVITIES OF THE UNIVERSITIES OF POLAND AND UKRAINE: CONDITIONS, METHODS, PROSPECTS

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Abstract. *In the scientific work the research of the essence of marketing activity of the institution of higher education is conducted, was determined the feature of educational services as a product. Analyzed dynamics of the main indicators of the higher education system of Poland and Ukraine. Considered the main trends regarding the structure of higher education institutions by form of ownership, the number of Polish, Ukrainian and foreign students. Based on the analysis of the situation of the educational services markets of Poland and Ukraine, proposals have been developed to improve the methods of promotion of educational services, taking into account the experience of the Polish and Ukrainian universities.*

Kew words *higher education institution, student, higher education market, marketing, promotion, higher education services.*

I. Introduction.

The modern world is becoming more globalized every day. This applies to all areas of activity. But the most dynamic changes are happening in the field of higher education. Unfortunately, most of the changes are related to the external environment: changing the attitude of employers to higher education diplomas, reducing restrictions on getting education abroad, increasing geometrically the number of open courses of the best universities in the world, etc.

On the other hand, higher education is one of the systems with a high level of inertia and bureaucratization. That is why higher education institutions should pay more attention to global trends and quickly implement modern innovations in their activities, including in the field of developing a strategy for promoting their services, in order to maintain their positions and stay ahead of competitors.

The international market for higher education is about \$ 100 billion. According to UNESCO, higher education institutions in more than 140 countries are present on the world market of educational services. According to statistics, a foreign student spends about a fifth of their own expenses in the host country on study, and four-fifths on accommodation, food, entertainment, and the like. In the United States, higher education is the fifth export item of the American economy in monetary terms, which sometimes exceeds the amount of revenue from arms exports. In Australia, the education industry is the third-largest source of budget revenue to the country's economy. In 2014, the Canadian government recognized international education as a key factor in creating new jobs and improving welfare and plans to double the number of international students to 450,000 by 2022. This will increase the cost of foreign students in the country to 16.1 billion dollars and will create at least 86.5 thousand new jobs in Canada [1].

II. Analytical review of literature.

General issues of research on the higher education market in Ukraine devoted to the research of Dmitrieva V.Y., Kratt O.A., Danilishina B., Kutsenko V., Avsheniuk N. and others [1-3]. Special attention is paid to the issues of marketing and management of higher education, researchers like: Matviyev M., Ilyashenko S., Obolenskaya T., Reshetilova T., research problems and develop methodological approaches for their solution [4-5].

The situation of the Polish higher education market has been investigated in the works of Pavlovsky M., Jakubowska A., Penar D., Drapinska A. [6-9].

III. Object, subject and methods of research.

The object of the research is the higher education market of two countries: Ukraine and Poland in terms of marketing and management. The subject of the study is the aspects of forming a system of marketing events promoting educational services on the example of Polish and Ukrainian universities

Scientific work was carried out with application of general scientific and special research *methods*, namely: the method of formal logic; systemic, statistical analysis; method of expert assessments; induction and deduction.

IV. Results of work.

Education is one of the most important subsystems of the social sphere of the state, providing the process of obtaining systematic knowledge, skills and abilities for the purpose of their effective use in professional activities. Effective marketing activities play a huge role in maintaining and strengthening the position of any company on the market.

A modern higher education institution (HEI) is not only an educational institution, it is also an organization engaged in market activities. Among the main activities (Fig. 1) are those that are specific only to educational institutions: educational, research activities, but most - essentially market ones: marketing and economic.

Today, there is a situation where the market of higher education institutions is regulated by the requirements of applicants whose preferences differ from the requirements of employers. Having actually two categories of consumers-future specialists and employers, HEI would have to act as an intermediary between these categories, but in trying to satisfy consumers, future students, HEI have lost this role, and the product they produce, qualified workers in specialties, often does not suit the employer, and not rarely the specialist himself and, as a result, the state as a whole. Focusing on the desire of school graduates to get higher education, HEI annually increased the number of licensed places, which became the main factor in the deterioration of the balance between what the market of educational services provides and what the labor market requires.

Higher education is becoming increasingly globalizing through the rapid development of technology, the popularity of distance learning, international internships, and the growing number of international academic programs. Studying abroad provides students with important cultural and personal experience, and increases their chances of finding employment in globalized sectors of the labor market.

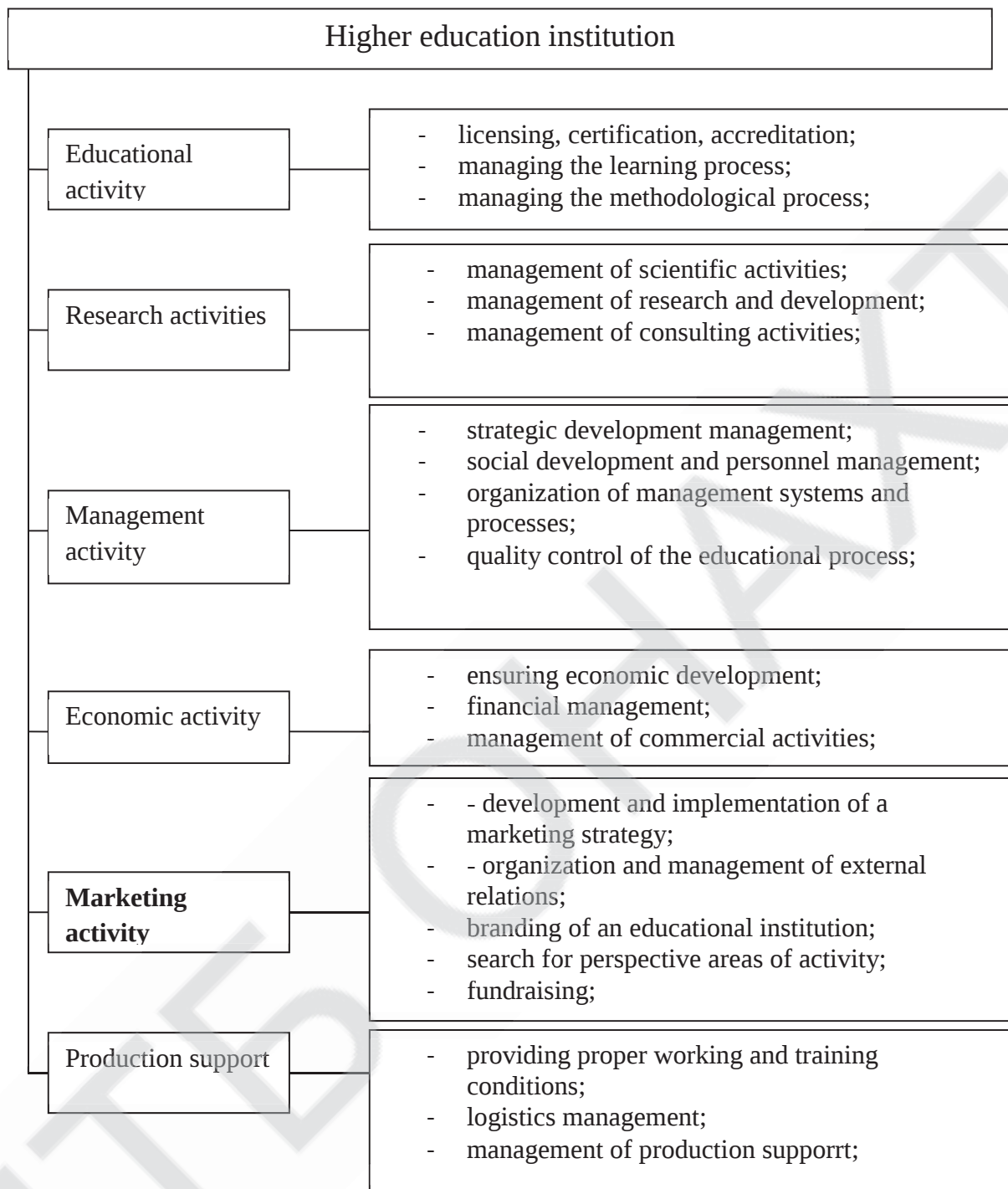


Fig. 1. The structure of the main activity of the modern institution of higher education (created by the author)

Modern higher education is characterized by certain trends:

- deepening international cooperation in the field of education;
- orientation of most countries towards the transition from elite education to high-quality education for all;
- significant dissemination of innovations while preserving national traditions and national identity of countries and regions.

For understanding of tendencies at the market of higher education, consider the education system in general and compare the Polish and Ukrainian systems – Addition A, table. A.1.

In General, the systems have more similarities than differences.

One of the main differences is the age of admission to higher education institutions. If in Ukraine it is 17-18 years, in Poland-19-20 years. In Poland, studying in a public institution of higher education financed from the budget, which enables all citizens to receive education in these institutions at public expense in private institutions of learning occurs through individuals, but not eliminated the social and academic scholarships. In Ukraine, state institutions of higher education have the opportunity to study both at public expense and at the expense of individuals.

One of the main concepts of this work is educational service. There are a great number of opinions regarding the definition of "educational service", so it is advisable to thoroughly understand its true meaning. Appendix B provides an analysis of the polysemy of this concept - Table B.1.

According to the Ukraine Law on Education: «educational service – a complex of actions of the educational agent, which are established by the legislation, educational programme and/or an agreement, have an established price and are aimed at achievement of expected learning outcomes by the education seeker» [10].

In our opinion, this definition is appropriate:

Educational services – these are specific benefits provided to the individual to meet his or her various needs (primarily educational) and which subsequently constitute a mutual interest for the community and each individual, in particular, for use in professional activity.

Thus, educational services are specific to other intangible services because the consequences of consuming these services are beneficial not only to the individual but also to the economy and society as a whole.

Can be distinguished the following features of educational services:

- like all services, they intangible and cannot be accumulated, but their results are accumulated as actions aimed at the formation of human capital;
- the educational service has a significant length of time;
- consumer of educational services must have a certain set of qualities (the level of education, the amount of knowledge, skills, and norms of social behavior, sometimes necessary additional requirements for health and gender);
- educational services are produced and consumed at the same time, they are fully provided to the consumer by the producer without intermediaries;
- active intellectual participation of the consumer is mandatory in the use of educational services;
- the quality of educational services affects the development of society, hence the state's interest in their quality and the need for education to meet the requirements of state control-even in a market economy.

When analyzing the features of an educational service, the relationship between the educational services market and the labor market must be taken into account. While operating in both these markets simultaneously, the educational institution, however, has one product with which it enters both markets. In the market of educational

services, an educational institution provides services whose consumers are students who indirectly represent the results of their activities in the labor market, where consumers are enterprises and organizations of various sectors of the economy.

Relations between labor markets and educational services are formed when an educational institution enters the labor market with the results of its educational activities mediated in the knowledge, skills and abilities of graduates.

The educational services provider is interested in ensuring that its programs are as fully consistent with the labor market as possible, and that graduates learn this program as best as possible for several reasons. The first reason is that the labor market defines the basic standards of quality of education in the form of changing demand for certain specialists, refinement of knowledge and skills that applicants for certain vacancies should possess. Secondly, the prospect of employment is an important motive that determines the choice of educational products by the consumer [5].

Product-education service is active in the market, has a dependent demand and is competitive, and therefore also requires effective marketing.

Higher education is one of the sectors in Poland that has developed most dynamically and undergone the most radical transformations since the early 90's of the XX century. The higher education system in Poland is represented by public and non-public higher education institutions. Non-public organizations have existed since 1989. All higher education institutions have the same standards for the organization of teaching and educational process. In Fig. 2. shows the number of higher education institutions in Poland by type of ownership. The data shows that the number of state institutions is stable - their number from 102 units in 1990 reached its maximum in 2010 (139 units), today equals 130 units [11,12,13].

While private higher education institutions have started to grow rapidly - the first institutions were established in 1989, the maximum came in 2010, as of 2018, the number will be 267 institutions.

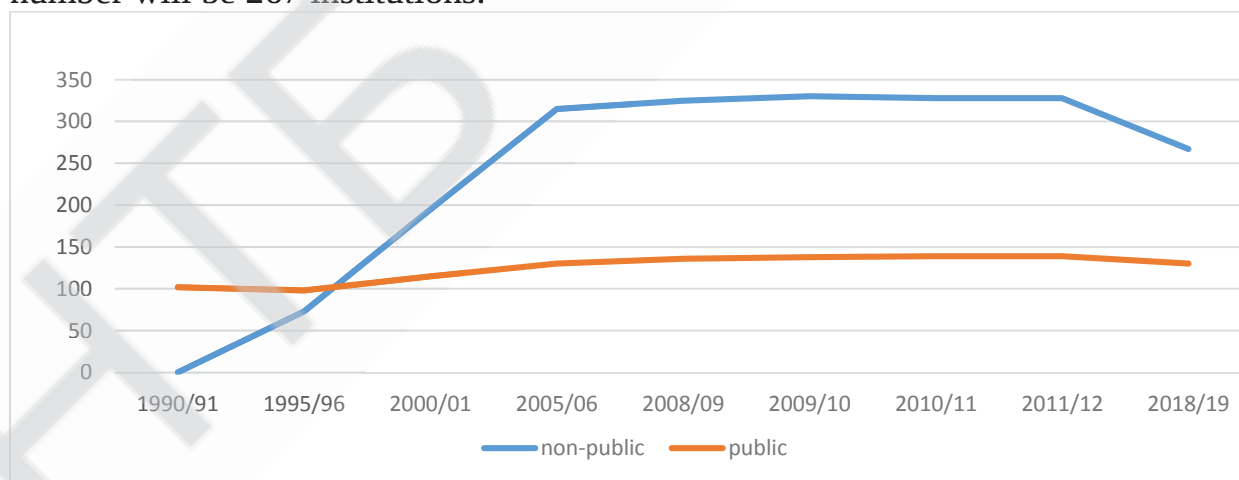


Fig. 2. Dynamics of the number of higher education institutions in Poland

Since the dissolution of the Soviet Union, the network of universities in Ukraine has grown largely due to the emergence of private services. According to statistics, the number of institutions of higher education has increased from 149 in 1990 to 353 in 2009, after which the number gradually drops to 282 2018 [14]. Consider the dynamics of the number of higher education institutions in Ukraine - Fig. 3.

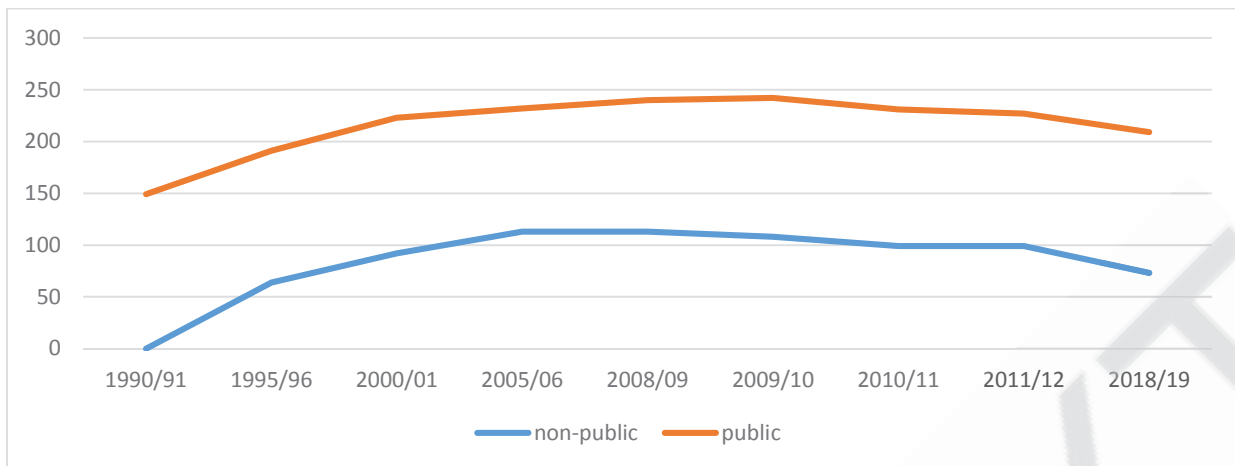


Fig. 3. Dynamics of the number of higher education institutions in Ukraine

The number of higher education institutions, both public and non-public, has been increasing in Ukraine. Thus, public institutions increased from 102 in 1990 to 242 in 2009, and decreased to 267 in 2018. The number of private higher education institutions has also grown rapidly since 1991, peaking in 2005-2008 - 113, down to 73 in 2018 [14].

With similar general trends, the dynamics of the number of higher education institutions in the two countries, there are certain differences-the growth of public institutions in Poland was 27%, and in Ukraine-40%. The number of non-public institutions in Poland as of 2018 exceeds their number in Ukraine by 3.6 times.

The fig. 4 shows the dynamics of the number of students in these countries.

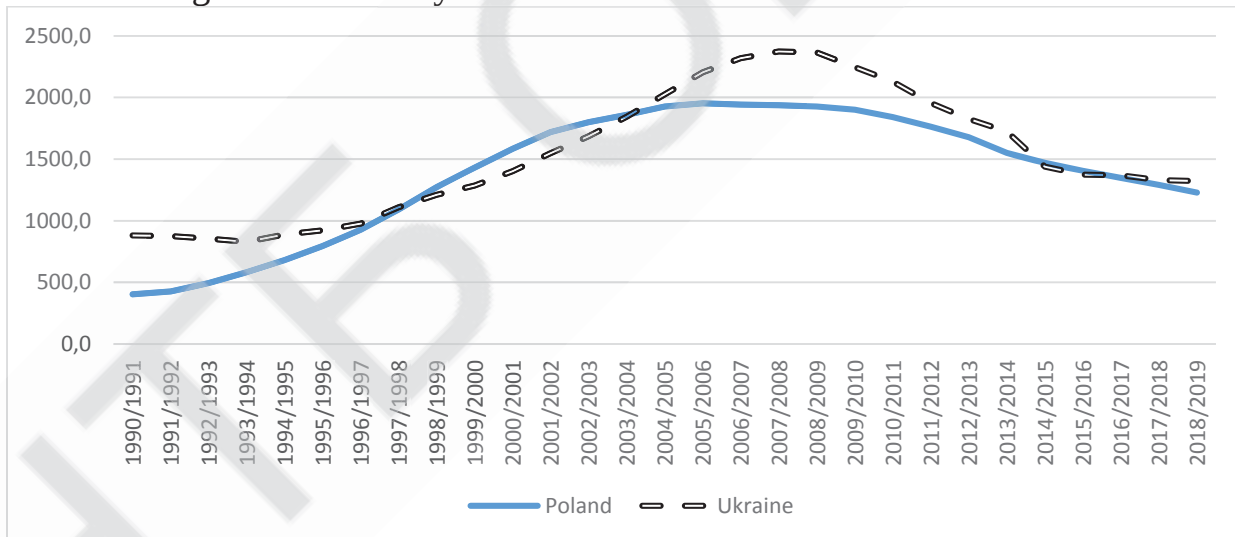


Fig. 4. Dynamics of the number of students in Poland and Ukraine

If in 1990 the number of students in Polish universities was twice lower than in the Ukrainian (403.8 and 881.3 thousand, accordingly), then by 2018 their number is almost equal. The common trend is going to decrease. For evaluation general indicator of situation in higher education, created table 1, in which indicators are calculated for Ukraine, Poland and Germany.

These calculations show the difference in the number of population and students in these countries, the share of students is about 3%, so in Poland there are 321 students

per 10,000 people, in Ukraine – 314, in Germany – 345. The ratio of the form of study is different: in Germany only 3.2% of students choose part-time study, in Ukraine - 15.4%, and in Poland - more than a third - 34.2%.

Table 1 Main quantitative indicators of higher education (2018/19)

Indicator	Poland	Ukraine	Germany
Population, million persons	38,3	42,1	83,02
Number of students, in thous.	1230,25	1322,3	2868,2
Number of students per 10 thousand population, persons	321	314	345
Number of full-time students, in thous.	809,2	1119,1	2776,4
%	65,8	84,6	96,8
Number of part-time students, in thous.	421	203,2	91,8
%	34,2	15,4	3,2
Number of foreign students, in thous.	78,3	48,8	394,7
%	6,4	3,7	13,8
Number of higher education institutions, units	397	282	426
including non-public, units	267	73	120
%	67,3	25,9	28,2
The average number of students in one institution, persons	3099	4689	6733
Number of students studying abroad, in thous.	44	83	140,4
%	3,8	6,5	5,7

The table is based on the data of the [11,12,13,14,15]

This is explained by the fact that in Germany, it is more affordable to study for public funds, full-time education in Ukraine allows young men to a postponement from service in the Armed forces of Ukraine. In Poland, almost every third university is non-profit, where tuition must be paid by student, but a lots of Polish students choose a part-time form of study that costs less and makes it possible to combine study with work.

Polish higher education is more integrated into the European Higher Education Area than Ukrainian. EU membership gives an opportunity for Polish universities to participate in academic exchange programs such as Erasmus+. There is also integration on the European continent outside EU structures: CEEPUS, Fundusz Stypendialny and Szkoleniowy. In addition, Polish law has more loyal conditions for the recognition of foreign diplomas of higher education or academic degree. The result is twofold number of foreign students studying in Poland. Although this is far less than in Germany. Among these countries, unfortunately only in Ukraine, the number of Ukrainians receiving higher education abroad is almost twice as high as foreign students.

Ukraine is the largest student donor country for Poland - fig. 5.

Since 2014, the number of Ukrainians in Polish universities has started to grow rapidly, which is facilitated by the following factors: language and territorial proximity; simplified admission procedure, without External independent evaluation (EIT); the cost of studying in private universities does not exceed the cost in Kiev institutions of higher education; the easiest way to legalize their stay in Poland on the one hand, political and economic instability in Ukraine on the other hand.

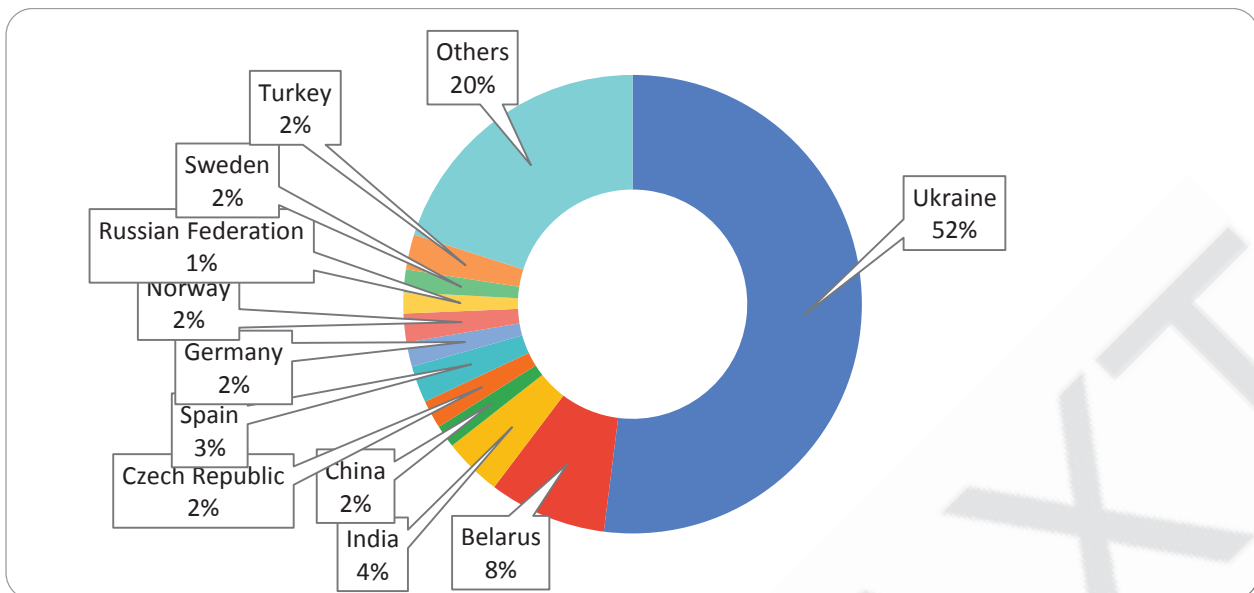


Fig. 5. Countries of origin of foreign students from Polish universities (2018)

Among foreign students in Ukraine, the largest number is occupied by citizens from India, Azerbaijan, Morocco and Turkmenistan- fig. 6.

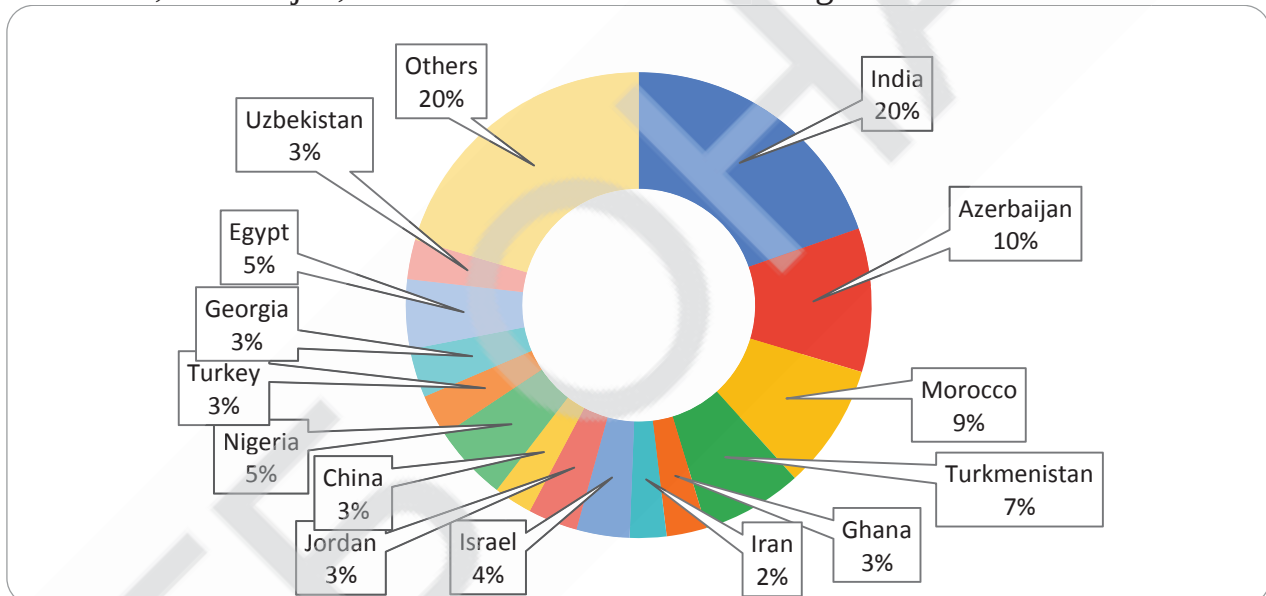


Fig. 6. Country of origin of foreign students of Ukrainian Universities (2018)

The main problem of attracting foreign students to study at the universities of Ukraine is that the education sector of Ukraine is not oriented towards European students. Higher education institutions practically do not offer programs aimed at the formation of international student groups (such as Eastern studies at the University of Warsaw), the number of universities which offers English-language education does not exceed ten.

The analysis showed the following results:

- the number of students is decreasing both in Poland and in Ukraine;
- political and economic instability in Ukraine contributes to increased student migration, mainly to Poland;
- decline in the number of students in Poland has slightly stopped, because of Ukrainian students, but this is a temporary situation.

All this leads to increased competition between higher education institutions for each student. Moreover, both in Poland and in Ukraine. To ensure success in this

struggle, it is necessary to develop the marketing strategy of the institution in common: to study the target segments of consumers and form an appropriate range of their services, to make decisions regarding pricing policy. Special attention should be paid to the communication strategy: with whom, how and when to communicate. In the context of globalization, it is an effective communication strategy that will ensure the necessary demand for higher education services.

Marketing strategy – this is the formation of specific goals and objectives by employees of the organization to improve sales of goods/services in certain target markets for a certain period (short-term, medium-term and long-term). In order for the marketing strategy to be applied correctly, it is necessary to determine the purpose of the research, the target audience, the forms of financing, the size of the budget and so on. Based on the marketing strategy, specific promotional activities of the organization are developed and we will set specific goals in front of the higher education institution (table 2).

From the point of view of promoting a product or service from the manufacturer to the consumer, there are two strategic directions according to which the pull strategy is applied, aimed at consumers, and a push strategy, aimed at representatives of the trading network; it is possible to use a combination of them.

Table 2 Communication goals of the higher education institution

Goals	Expected result
Economic	Increasing the number of applicants, attracting new customers, etc.
Image	Creating, restoring, maintaining or improving the image of the HEI to improve customer loyalty, which helps to increase the number of applicants and as a result - students and improving competitive position
Informational	Informing about new specialties, stimulating submission of documents and entering the university, informing about changes, novelties
Social	Informing applicants about a variety of social events aimed at supporting the applicant, his family (young families), the availability of rooms in dormitories, and so on.

Created by the author

For effective involvement, it is necessary to inform, orient and motivate students.

The table 3 shows the activities that are appropriate to do.

Table 3 Types of marketing activities targeted on applicants

Type of event	Purpose of event	Event results	Event examples
Informational	Increase the awareness of applicants about universities, specialties, and admission conditions.	Accumulation of a database of potential applicants	Open days, information days, seminars, advertising of HEI in the media and the Internet, targeted work with schools.
Profiling	To give a more complete picture of the curriculum, the learning process, the specialty received and the career after graduation.	Segmentation of entrants from the point of view of interest of universities in each of them.	Meeting with departments, excursions to production facilities, intellectual competitions for applicants from different universities, etc.
Motivating	Increase the loyalty of the target audience to a particular HEI, increase the desire to join.	Understanding of each target applicant of his plans, removal of objections of his and his parents, assistance in solving various issues.	Meeting with famous graduates, management and "stars" of universities, excursion to a sports camp or recreation center of universities, invitation to sports and cultural events, etc.

Created by the author

To improve the communication strategy in a higher education institution, it is better to apply the pull strategy, which involves focusing on the final demand, i.e., aimed at consumers. This type of communication strategy is used to: attract new consumers, retain existing consumers, increase motivation for using the product, and create consumer loyalty to the product or brand – table 4.

Table 4 Areas of marketing communications used educational institutions in the promotion of educational services

Areas of communication	Main types and carriers
Mass media	radio, television, print, advertising in specialized publications.
Direct mail	information about the Open Day, organizing conferences or seminars, the results of events, etc.
Internet network	websites of HEI, online communication.
Public relation	editorial articles, press releases, presentations, anniversaries, vocational meetings in schools, technical schools, lobbying with state executive authorities.
Ivent-marketing	organization of business classes

Created by the author

Higher education institutions use different methods and tools in their marketing activities. Let's take a closer look at which methods are used in the example of two higher education institutions – Odessa National Academy of Food Technologies (Odessa, Ukraine) and University of Business and Administration in Gdynia (Gdynia, Poland) [16,17].

Odessa National Academy of Food Technologies is a public educational institution that provides higher education services to Ukrainian citizens and foreigners. Has the right to train specialists at the level of bachelor, master, doctor of philosophy and doctor of science. Full-time and part-time forms of education are used. Training takes place both at the expense of the state budget and at the expense of individuals and legal entities. At the beginning of 2019, 6,194 people were enrolled in the Academy [16], and another 3,123 people in the colleges that are part of the ONAFT. The Odessa National Academy of Food Technologies implements an active marketing strategy and applies modern methods. The Academy has a marketing and advertising department, which performs organizational functions for career guidance, to which all teachers of the institution are actively involved.

University of Business and Administration in Gdynia is a non-public educational institution that provides educational services to Polish citizens and foreigners. Trains specialists at the level of bachelor, master, doctor of philosophy and doctor of science. Full-time and part-time forms of education are used. Studing is provided at the expense of individuals and legal entities. The university has a marketing department that plans and organizes marketing activities, as well as a recruiting department. Employees of the recruitment Department are directly engaged in career guidance activities without involving teachers.

Appendix C provides the main marketing activities used in these institutions (the table C.1).

As for the product policy, ONAFT only prepares for teaching certain subjects in English, as in most universities in Ukraine. At UBA in Gdynia there are specialties in which the teaching is entirely in English. The educational process is designed in such

way that students have opportunity to combine study with work: classroom classes are held 3 days a week.

There are certain differences in the pricing policy – this institution offers discounts to applicants and students: for a high certificate score, for active career guidance (on personal initiative), and other achievements. In addition, the best students in ONAFT have the opportunity to receive a scholarship from the company. At UBA also provides financial incentives to students by providing a scholarship that covers tuition costs.

Both institutions of higher education use a direct sales channel, which is a characteristic feature of marketing services. Admission to the bachelor's degree in Ukraine is built in such a way that at certain times applicants submit applications exclusively in electronic form, and in the case of enrollment – provide the original documents in person. In Poland, the application can also be submitted using Internet technologies - directly on the university's website throughout the academic year. From 2019, the whole procedure of admission to the university can take place online, students don't have to come to the university to submit the original documents.

The largest component of the marketing activity of a higher education institution is communication policy. Many tools are applied here. The first is advertising. Both universities actively use print advertising (leaflets, booklets, etc.) and outdoor advertising (billboards). But at UBA, much attention is paid to souvenir advertising products that can be purchased by everyone (wall calendars, notebooks, pens, folders, bags, sweatshirts, flash drives, cups, thermoses, toys, chocolates, stickers, clocks, badges, etc.).

UBA in contrast to ONAFT, doesn't use radio ads in supermarkets and advertising in transport because is restricted by law.

Both universities have branded cars.

The pride of the ONAFT is its own newspaper, which has been published since 1973 and is distributed on a subscription basis throughout Ukraine. The newspaper publishes news, interviews, staff and student articles, important announcements, vacancies and more.

It is important that the UBA has a personage-symbol in a lion suit, and the face of the university (ambassador) - a student (employee of the recruiting department), her photos on all advertising materials, on the university's website. She also runs a page on Instagram as university's ambassador.

Event marketing is also an active element of communication activities in higher educational institutions. The difference is that teachers are actively involved in ONAFT events: they conduct master classes, meet with students and their parents. Whereas in the UBA, all this is done by employees of the recruitment department.

UBA is somewhat ahead in its activity in the field of Internet technologies: website has a feedback function, an online assistant, and a virtual 3D tour.

To analyze activities in social networks, we will make a table 5.

The table 5 shows that the UBA is more active in social networks than the ONAFT.

Thus, the analysis showed that higher education institutions in both Poland and Ukraine operate in a highly competitive environment. This leads to the need to use maximum marketing tools to attract students to study.

Table 5 – Number of subscribers in social networks

Social network	ONAFТ	UBA
Facebook	2432	8785
YouTube	598	1780
Instagram	2683	1177
LinkedIn	-	2899

The table is based on the data of the [18,19,20,21,22,23,24]

To assess the effectiveness of marketing activities, let's compare the dynamics of the number of students in the relevant institutions with the overall dynamics of the number of students in the country –fig. 7 and 8.

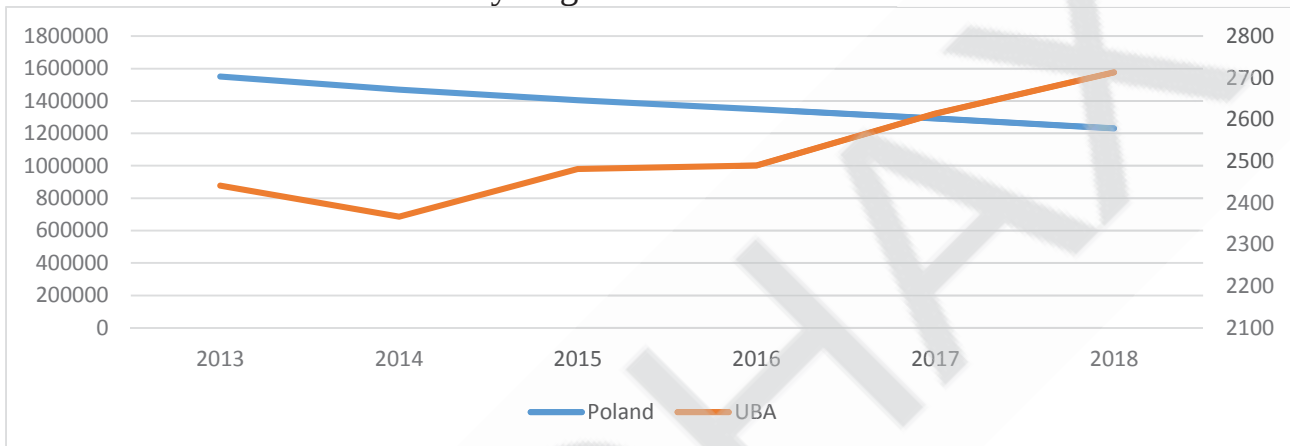


Fig. 7. Dynamics of the number of students in Poland and UBA

The positive dynamics of the number of students at the UBA is clearly visible, which shows a high level of efficiency of marketing activities.

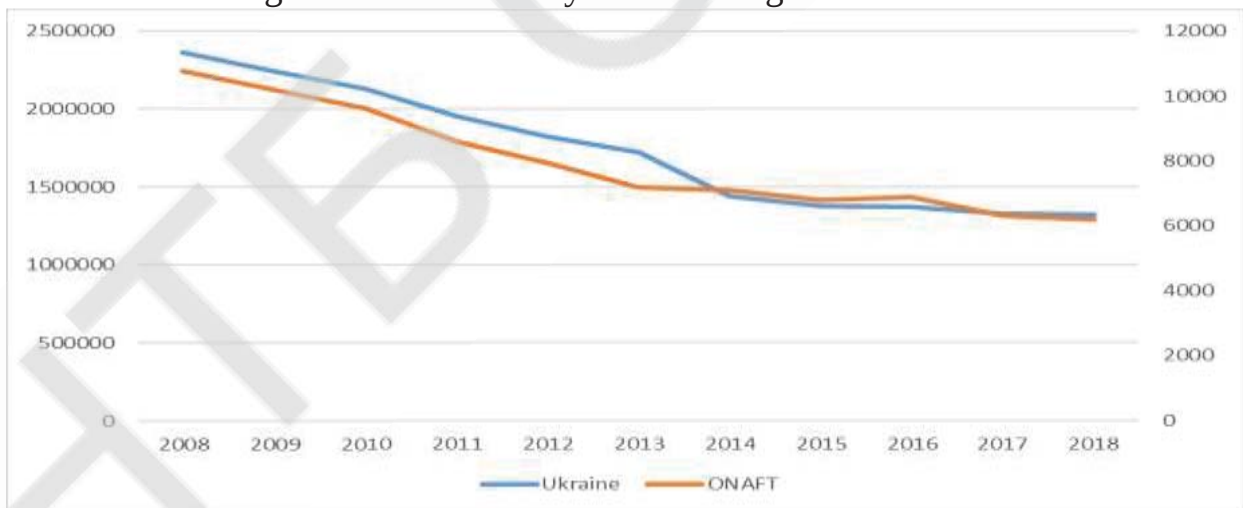


Fig. 8. Dynamics of the number of students in Ukraine and ONAFТ

At the ONAFТ, the dynamics of the number of students coincides with the total number in Ukraine, which is a good result too.

UBA carries out effective marketing activities, which allows increasing the number of students against the background of a general reduction. ONAFТ also uses quite aggressive marketing, but its effectiveness is somewhat lower. It would be appropriate to step up activities on the Internet (improve the site, activate work in social

networks, and so on). Some resource cannot be used due to legal restrictions: tuition discounts.

In the future research, it is advisable to create a system for monitoring the effectiveness of components of marketing activities, build a purchase funnel on the basis of the received data and configure it, adding the necessary elements.

V. Conclusion.

The article defines the essence of marketing activities of higher education institutions, defines the feature of educational services as a product.

Based on the analysis of the dynamics of the main indicators of the higher education system in Poland and Ukraine, it was determined that most of the trends are similar: a decrease in the number of institutions, students, and increased competition.

The marketing methods used are quite similar, but in a Polish higher education institution their list is broader and more effective.

The perspective direction is to create a system for monitoring the effectiveness of the components of marketing activities, based on the data obtained to build a purchase funnel and configure it, adding the necessary elements.

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Addition A

Table A.1 Comparative characteristics of education systems in Poland and Ukraine

Specification	Duration of study	Age	Required conditions for the next level
			Ukraine
Pre-primary education	1-4	2-6 By law, it is mandatory from 5 years old, in fact, it doesn't work	-
Primary education	1-4 grade	6-10	State final certification, which takes place in the school Specialized schools have the right to take entrance examinations to secondary school
Lower secondary schools	5-9 grade	11-15	State final certification, which takes place in the school
Upper secondary schools	10-11 grade from 2026 year – 10-12 grade	15-17	External independent evaluation conducted by a special authority exclusively outside of school
Post-secondary schools/ Professionally-technical education	3-4 years	15-19	
Bachelors' studies	4 years 2-3 years after associate's degree	17-18	
Master's studies	1,5 - 2 1-3 years in the field of medicine, veterinary	21-22	
Doctoral degree programs	from 4 years	from 21-22	

Continuation of table A.1.

Specification	Duration of study	Age	Required conditions for the next level
			Poland
Pre-primary education	1-3 grade	3-6	mandatory "0" reception class
Primary education	1-8 grade	7	compulsory exam
Lower secondary schools	-		
Upper secondary schools	3-year special job-training schools 4-year specialised secondary schools 5-year technical secondary schools 2-3 year sectoral vocational schools	required to study until 18. year of life	Matura examination / Secondary school-leaving examination
Post-secondary schools/ Professionally-technical education	1-2,5	19-20	
Bachelors' studies	3 years - first-cycle programmes with bachelor's degree 3,5- 4 years first-cycle programmes with engineer title	19-20	
Master's studies	1,5 -2 years	22-23	
Doctoral degree programs	from 2 years	25	

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Addition B

Table B.1 Polysemy the concept of " educational service»

№	Author	Definition
1	Obolenskaya T.E. [1]	Educational service is a specific product that satisfies a person's need to acquire certain knowledge, skills and abilities for their further use in professional activity.
2	Nikolayenko S. [2]	Educational services - are intangible, but social goods, a system of knowledge, information, skills and practical skills to meet its various educational needs and the realization of their consumer's personal abilities.
3	Alexandrov V. [1]	An educational service is an organized learning process for obtaining the necessary knowledge, skills and abilities. This is a special intellectual product that is provided by the party that organizes and implements the training process, and is held by the other party, which can be both a student, a quality controller of the service, and a payer for it.
4	Trubich S., Maikovich T. [4]	An educational service - is an intangible service of a special kind as a sphere of human activity that creates a useful productive effect, is not embodied in a material form, its qualification and professional qualities.
5	Kadachnikov S.M. [3]	An educational service - is an economic good that has utility from the point of view of its consumers and requires costs for its production.
6	Kaleniuk I. [5]	Educational services or products of educational activities are the result of various (pedagogical, educational, scientific, organizational and managerial) activities by employees of the education sector to meet the educational needs of individuals and the entire society.
7	Ogarenko V. [2]	An educational service - is an educational product that represents a certain activity that is carried out by the manufacturer, and in the course of which the consumer's need for education.

Created by the author

Addition C

Table C.1 Components of marketing activities ONAFT and UBA

Components		State institution of higher education in Ukraine	Non-public institution of higher education in Poland
Pricing policy			
Discount system (for high score of certificate, for career guidance, etc.)		-	+
Product policy			
education in the national language		+	+
education in english		-	+
Place (sales) policy			
Direct sales, applying directly at the university		-	+
Direct sales, applying through the electronic entry system		+	+
Promotion (communication) policy			
Advertising	print advertising	+	+
	external	+	+
	souvenir products	-	+
	television	+	+
	radio	+	+
	radio in supermarkets	+	*
	on transport	+	*
	billboards	+	+
	at public transport stops	-	+
Public relations	interviews on television	+	+
	shooting special TV shows	+	-
	donor activity	+	+
	business days, job fairs	+	+
	symbol of the university	-	+
Exhibition activities	within the country	+	+
	abroad	+	+
Event Marketing	open days in a higher education institution in the form of quests outside the institution	+	+
	Master classes in the university	+	+
	Master classes in schools	+	+
Internet technology	university website	+	+
	virtual 3D tour	-	+
	callback order	-	+
	pop-up dialog box (online assistant)	-	+
	active channel on YouTube	-	+
	Facebook	+	+
	Instagram	+	+
	Linkedin	-	+
	Telegram	-	-
Personnel			
Staff employees	marketing department	+	+
	recruitment department	-	+

Note * - is illegal in Poland

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