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## “Journal of Economics and Social Sciences”



### The analysis of strategies of the applicants engaging in the National Research Tomsk Polytechnic University

Tomsk Polytechnic University

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#### Abstract

This article presents the problem of the university reputation forming, videlicet of the engineering enterprise department based on the materials of Tomsk Polytechnic University. University`s reputation is considered to be a system of the ideas and estimations of different groups of the target audience. These groups are formed based on the information about several areas of activity of the university such as educational, scientific, developing, social areas. Within this framework, there are examined strategies of the applicants engaging, influence of the events taking place for applicants engaging to the area of innovation studies. Moreover, the main terminology of the topic “marketing strategy of the university” is provided.

*Keywords:* Educational services marketing, strategy, marketing strategy, reputation, universities` reputation, reputation appraising, reputation forming, reputation forming devices, the events taking place for applicants engaging;

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#### 1. Introduction

Educational services marketing is a business activity of the educational establishment focused on the examination and satisfaction of the needs of the target audience by means of educational programs, which are oriented on the training of specialists who are high-demanded in the labor market. The target of the marketing is to attract the potential consumer into the higher education establishments and to accommodate highly qualified education. [4] To achieve the aim of the educational services marketing the university works out a marketing strategy of the educational institution. Marketing strategy is a process of the target market choice, determination of competitive position of the educational institution and the usage of the marketing system for saturation and satisfaction of the chosen market by the educational services. [1]

It is necessary to systematize and to formulate gradual research in the area of educational service while forming an effective strategy. Environmental analysis, competitive activity research, analysis of the needs of the target audience and an effective cooperation with it, determination of the university`s position on the educational service market, formulation of the goals and mission of the educational establishment, forecasting of the spends for marketing strategy realization. [5]

## **2. The analysis of the problem of the university's and department of Engineering Entrepreneurship reputation forming**

University's reputation is considered to be a system of the ideas and estimations of different groups of the target audience, which are formed on the basis of the information about several areas of activity of the university such as educational, scientific, developing, social areas which in total form a general image of the higher education establishment. [2]

Researches who focus on the problem of the university's reputation forming confirm that today universities are not only strongly connected with the society but hardly influence its development. It must be noted that the process of the university's reputation forming has its own features which appears according to the action specificity of the educational establishment. [3]

How actually does the department form its reputation?

The department corresponds to be a unique educational platform where modern approaches of practical skills receiving in the field of management, marketing, crisis management and business activity are successfully realized. The department consists of high-qualified professors and lecturers.

Annually a lot of different events such as educational program "Business challenge", "Business café", school of junior businessman and innovator, quest "Hunt for innovations", "The Island" game, Doors Open Days, school conferences, school visits, business plays, roundtable discussions, debates take place in the department. These events help school students to dip into the world of innovations and to become closer to their future career choice and to get familiar with the Engineering Entrepreneurship department. During all events they can communicate with the university students, ask some questions and take a more detailed look on the different areas and features of the department.

There is a landing page which is a personal website of the department in the internet with a free access with the help of which everybody can find information of interest, find out more about training programs, success stories of the students, their places of employment, have a look at additional opportunities of the department, find information about the scholarships, study the lecturing staff of the department, see about the news and have a look on the student life of the Engineering Entrepreneurship department.

Further going units are included into the composition of the department:

- Academic laboratory "The platform of Engineering Entrepreneurship";
- International office of "Master of Business Administration (MBA)" programs.

An individual approach to each applicant plays an important role for the department. Each applicant receives a personal invitation and a short guide about the department. It helps to emphasise the importance of each student and to reinforce his standings in his future career choice.

### **3. Participation in the events for engaging the applicants in the area of Innovation Studies**

A lot of events connected with engaging potential applicants to the Area of Innovation Studies took place in the Department of Engineering Entrepreneurship from 2015 till 2016 which were organized by the students during their introductory training in the “OOO Win Business Decisions” together with high-skilled lecturers.

Educational program “Business challenge”. The main aim of the project is to develop basic skills of business and innovation activities. During the project the participants are given an opportunity to work out their own project and even to bring it to life. Each of the students finds out something new: live communication with high-skilled and successful people in the area of business and new connections and team-work skills.

School of junior businessman and innovator. The school takes place several times a year with the aim of sharing theoretical knowledge and its practical usage. According to the main aim of the program potential applicants have an opportunity to earn a lot of skills in development and promotion of their mini-project and also to evolve their leadership and team-work skills, the skill of public speech which they will need during their student and adult life. At the school of junior businessman and innovator there are provided all conditions to have a life contact with working young scientists and successful businessmen of Tomsk.

“Competition for a state-funded place in TPU” is the most popular and renowned annual competition in the area of Engineering Entrepreneurship for senior high school students which are given an opportunity to win a state-funded place to the area of Innovation Studies of Engineering Entrepreneurship department. All potential applicants pass several stages such as IQ test, team-work and leadership exposure. In each stage applicant are to show themselves from the best side. This event is organized to attract the interest of the school leavers to the innovation activity, to ascertain students with potential to the innovation activity and to form business competences.

Quest “Hunt for innovations”. The quest takes place in the science and research library of the Tomsk Polytechnic University with the aim of acquaintance of the future applicants with the library and with the area of Innovation Studies of the Engineering Entrepreneurship department. The quest consists of different interactive tasks which are created for the potential applicants, which enable students to plunge into the miscellaneous world of the innovations and to feel like innovation hunters.

“The Island” game. During the term student-curators together with curator organize trips to schools to have a life contact with potential applicants to the area of Innovation Studies of the Engineering Entrepreneurship department which let school student understand who are managers and innovators. The game is based on the life communication. At the end of the game the most active participants receive souvenirs, awards and invitations to the Doors Open Day in TPU to the Competition of the Engineering Entrepreneurship.

### **4. Conclusion**

The Engineering Entrepreneurship department of Tomsk Polytechnic University together with OOO “Win Business Decisions” is involved in the process of engaging potential applicants to the area of innovations.

In conclusion we would like to notion that events, games and competitions which were described above do attract new applicants. There are prepared all conditions for learning, building and developing their vivid skills. It is recommended not only to continue following this ways of engaging but also to involve in this work students from higher courses of the area of Innovation Studies and not only in the frame of educational internship. Having conversations with students, potential applicants will become interested in this field of study. In this case the engaging will be more effective even though now it is already at the high level.

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