



“O'ZBEKISTONDA YASHIL BUXGALTERIYA HISOBI: BARQARORLIK VA MOLIYAVIY HISOBOTNING XALQARO STANDARTLARI”

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“SCIENCE AND INNOVATION” XALQARO ILMIY JURNALI

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INNOVATIVE MARKETING FOR HIGHER EDUCATION SUCCESS

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Abstract. *This article explores innovative communication marketing strategies employed in higher education institutions, examining their advantages and mechanisms for enhancing effectiveness. It further analyzes the necessary conditions and resources required for successful implementation of these strategies. The primary objective of this research is to investigate the application and effectiveness of innovative strategies in the development and promotion of educational services through communication marketing in higher education institutions.*

Keywords: *Communication Marketing, innovative approach, strategy, visual content, interactive communication, content marketing, skill, qualification.*

Anotatsiya. *Ushbu maqola oliy o'quv yurtlarida qo'llaniladigan innovatsion kommunikatsion marketing strategiyalarini o'rganib chiqadi, ularning afzalliklarini va samaradorlikni oshirish mexanizmlarini tahlil qiladi. Shuningdek, maqolada bu strategiyalarni muvaffaqiyatli amalga oshirish uchun zarur shart-sharoitlar va resurslar tahlil qilinadi. Tadqiqotning asosiy maqsadi oliy o'quv yurtlarida kommunikatsion marketing orqali ta'lim xizmatlarini rivojlantirish va targ'ib qilishda innovatsion strategiyalarni qo'llash va samaradorligini o'rganishdir.*

Kalit so'zlar: *Kommunikatsion marketing, innovatsion yondashuv, strategiya, vizual content, interaktiv muloqot, kontent marketing, ko'nikma, Malaka.*

Аннотация. *в данной статье рассматриваются инновационные стратегии коммуникационного маркетинга, применяемые в высших учебных заведениях, анализируются их преимущества и механизмы повышения эффективности. также исследуются необходимые условия и ресурсы, требуемые для успешной реализации этих стратегий. основная цель исследования - изучить применение и эффективность инновационных стратегий в развитии и продвижении образовательных услуг посредством коммуникационного маркетинга в высших учебных заведениях.*

Ключевые слова: *коммуникационный маркетинг, инновационный подход, стратегия, визуальный контент, интерактивное общение, контент-маркетинг, навыки, квалификация.*

Introduction. The level of well-being of the population is not only reflected in the level of economic development of the country, but also in the level of development of social spheres. It is in the social sphere that the humanitarian level of the state is most clearly manifested. The level of development of the social sphere, to a certain extent, determines the political and psychological climate in the country, the general mood of the population. The growth of social spheres serves as an indicator of the overall economic development of the regions.

In implementing a new education system in our Republic, the Government of Uzbekistan, after studying the historical educational processes, has developed a program for reforming education. All attention is focused on improving education systems based on democratic and humanitarian principles, raising their material and technical base to the level of modern requirements, and strengthening Uzbekistan's educational potential.

In accordance with the Decree of the President of the Republic of Uzbekistan, Sh. Mirziyoyev, dated September 30, 2017, the Ministry of Preschool Education was established in our country for the first time. Activities in this field were fundamentally reorganized. In a short period, over 980 kindergartens were opened. Over the past two years, the number of kindergartens has increased by 1,400, reaching 6,367. Education and upbringing in these institutions are conducted using the most advanced methods and tools in terms of content and quality. In his address to the Oliy Majlis, President of the Republic of Uzbekistan, Sh. Mirziyoyev, emphasized that the development of the education system in Uzbekistan is an integral part of state policy, stating: "Thirdly, it is necessary to further improve the system of science, modern and continuous education. Our people have a wise saying: "Education and upbringing begin from the cradle." Only enlightenment leads a person to perfection and society to progress. Therefore, the state policy in the field of education should be based on the principle of continuous education, that is, education should begin from kindergarten and continue throughout life. "

The fundamental transformation of higher education, one of the most crucial components of the education system, became an integral part of the reforms in independent Uzbekistan. The future and progress of the country are directly determined by the upbringing of young people in the spirit of the national idea of independence. This complex task is achieved through the creation of a modern education and upbringing system. Therefore, the development of spiritual and educational work in the education system at the level of modern requirements has been identified as a priority task. The deep understanding of the relevant specialties, skills, and professions by young people, as well as the upbringing of well-rounded individuals capable of self-sacrifice in the interests of the Motherland and the nation, have been identified as key tasks of higher education.

In Uzbekistan, efforts have been made to enhance the prestige of higher education institutions, increase the number of non-state educational institutions, attract highly qualified personnel to the field, and foster competition. Notably, the Decree of the President of the Republic of Uzbekistan dated January 28, 2008, granted the status of "National University" to Tashkent State University. Tashkent State University holds a prominent position in the establishment and development of higher education not only in our Republic but also in Central Asia. Over the years, several independent institutes have been established based on the faculties of this university. The "National University" has made a significant contribution to the development of higher education during the years of independence and has been a true leader in the implementation of the National Personnel Training Program. In this context, it is gratifying that the Uzbekistan National University, which sets the benchmark for many areas in higher education, has formed over 30 scientific schools, and the scientific results obtained in these schools are serving the progress of science.

The objective of higher education is to ensure the socio-economic and cultural development of the country, to train highly qualified, competitive personnel capable of independent work in the market economy conditions in their chosen specialty. In higher education institutions of the Republic, students, along with acquiring knowledge, also engage in scientific research. Scientific topics are often implemented in conjunction with relevant production enterprises and research institutions specializing in the students' field.

Uzbekistan has placed a particular emphasis on strengthening ties with prestigious higher education institutions abroad and attracting foreign investment in the education sector. International cooperation of higher education institutions aims to improve the education system and raise it to global standards, train qualified scientific and pedagogical personnel, establish mutually beneficial relationships with foreign educational institutions, enhance the language and professional skills of professors, lecturers, doctoral students, postgraduate students, and students, and exchange experiences in various areas of education. A systematic foundation for professional development has been established in leading higher education institutions of the United States, South Korea, Russia, and European countries.

Furthermore, in recent years, another positive achievement has been the productive utilization of the scientific potential of our compatriots abroad, and the establishment of a system for talented foreign scientists to teach at Uzbek higher education institutions. They are also introducing new technologies and methods of teaching. Scientists have established strong creative ties with scientists abroad. The "Umid," "Iste'dod," and "El-yurt umidi" foundations have made it a priority to provide opportunities for scientists and educators to study international best practices. As a result, natural sciences and technical and technological sciences have begun to rise to global standards.

In implementing this process, experiences from developed democratic countries were studied and applied. By a decree of the Head of State dated September 25, 2018, the "El-yurt umidi" Foundation was established under the Cabinet of Ministers. This foundation actively engages talented scientists, specialists, and experts working abroad in the comprehensive reforms being implemented in Uzbekistan. It also assists talented young people in obtaining education in developed countries and in professional development at leading international institutions and foreign organizations..

Higher education institutions are currently relying on various marketing strategies to enhance their competitiveness, establish effective communication with students and applicants, and promote their services and programs to a wider audience.

Social media platforms not only allow educational institutions to develop their brands but also enhance their social standing, maintain continuous communication with students, promote the educational process, and gather feedback from stakeholders. In today's environment of technological advancement and widespread internet access, it is crucial to develop and implement social media marketing strategies for higher education institutions. This not only increases the institution's brand awareness and interest in its educational services but also encourages potential students and applicants to pursue their studies.

The mechanisms for applying innovative social media marketing strategies in higher education institutions have been highlighted in a number of research and practical ideas from foreign and local scholars. Leading marketing expert Philip Kotler describes social media marketing as a new era of communication with consumers. He believes that social media empowers higher education institutions to develop their brands and engage student communities. Kotler emphasizes that institutions should focus on innovative strategies, including content marketing, SEO, and student relationship optimization, to enhance marketing effectiveness. Scholars like Andreas Kaplan and Michael Haenlein (2012) have examined the significance of social media marketing in higher education, highlighting its role in fostering direct and open communication with users.

They consider social media platforms as an integral part of an innovative marketing strategy for universities. In their research on the application of social media marketing in higher education, Twomey emphasizes that universities can analyze student interests, needs, and desires through social media. This helps tailor educational services to the real needs of students. Our local scholars have also presented a number of ideas on the application of social marketing in higher education institutions in their research and practical work.

Uzbek scholar S. Karimov has researched the adaptability of social marketing in higher education institutions to local conditions. He believes that social marketing strategies are still in their development stage in the Uzbek higher education system and that it is necessary to take into account national culture and traditions for their effective use. A. Usmanov has conducted research on the application of social marketing in higher education and ways to enhance its effectiveness. He emphasizes the uniqueness of social media platforms in marketing processes and their need for innovative approaches. He points out that the success of these platforms in local conditions largely depends on the innovativeness and development method of the strategy. R. To'raev's research shows that student communities formed through social media in higher education can have a positive impact on the quality of education. He believes that students' interactions and communication through social media contribute significantly to strengthening university communities and developing innovative methods of the educational process. The opinions of these scholars demonstrate how social marketing can be implemented in higher education institutions with effective and innovative approaches. By combining foreign and local experiences, optimal strategies can be developed for higher education institutions.

Methodology. This research extensively employed scientifically grounded statistical analysis, literature review, comparative analysis, and other approaches and methods. In particular, the systematic analysis method was used in analyzing relevant literature and sources.

Analysis and results.

There are a number of challenges in applying communicative marketing in higher education institutions in our country, which have been constantly hindering the development of these institutions. These challenges include, for example:

Resource limitations and financial constraints: Higher education institutions face difficulties in allocating significant funds for communicative marketing. This limits their ability to create content, run advertising campaigns, and hire social media specialists.

Lack of skilled professionals to implement communicative strategies: The shortage of qualified professionals who can implement communicative strategies is another major challenge.

Challenges related to content creativity and innovation: Many higher education institutions struggle to create unique, innovative, and engaging content on social media platforms. This can lead to a lack of audience engagement.

Difficulties in creating visual content: Not all higher education institutions have the necessary tools and experience to create high-quality graphic and video content.

Challenges in engaging the audience, low engagement rates, and lack of interactive communication: Many higher education institutions find it difficult to engage users in social media campaigns. This is reflected in the low number of comments, likes, and shares..

Although it is important to establish interactive communication with users and actively engage them through live broadcasts or webinars, many institutions fail to fully utilize this opportunity. Issues such as lack of competitiveness, weak competitive power, and lack of brand

differentiation arise. Competing with large and advanced higher education institutions can be challenging. Smaller or newly established institutions may face difficulties competing with resource-rich competitors. Many social media strategies of higher education institutions may look similar, making it difficult for their brands to stand out.

The lack of measurement and analysis tools, as well as difficulties in determining ROI (return on investment), also create obstacles. The absence of necessary tools to measure and analyze the effectiveness of social marketing results in limitations in optimizing marketing strategies. Many institutions struggle to accurately analyze the return on investment for communicative marketing expenses, leading to difficulties in further improving marketing campaigns.

The lack of strategic planning, the absence of a clear strategy, and the lack of long-term planning are significant challenges. Many higher education institutions fail to fully plan their social media marketing or develop a clear strategy, leading to inconsistent campaigns and low effectiveness. The emphasis on short-term results in social media marketing hinders the development of necessary analysis and strategy for long-term success.

To address these issues, higher education institutions need to take steps to optimize resources, enhance creativity, develop interactive communication with their audience, increase competitiveness, and improve the use of analytical tools.

In addition to personal development, professional competence is essential to adapt to all the changes in society. Enhancing student learning outcomes and improving the quality of teaching and learning processes in higher education institutions is crucial.

Firstly, the system focuses on training highly qualified teaching personnel and continuously and effectively improving their qualifications. Secondly, it emphasizes organizing continuous and high-quality methodological services in educational institutions based on the professional challenges and needs of teachers. Thirdly, it aims to effectively utilize existing subject rooms, educational laboratory equipment, tools, and computer technologies, as well as all available resources and facilities. Fourthly, it prioritizes introducing advanced practices into the education system through collaboration between higher education institutions, professional development institutes, and general education schools to ensure the quality of the teaching and learning process.

Most importantly, the professional competence and skills of teachers working in the public education system are directly linked to the quality of education. A modern teacher must be able to effectively apply their knowledge, skills, and expertise in practice, ensuring the quality of the teaching and learning process.

Firstly, the goal of communicative self-improvement is clear, though the motivations may vary. For a humanistically oriented teacher, communicative self-improvement should not only serve as a means of self-enhancement but also act as a fundamental condition for establishing effective relationships. This, in turn, contributes to the development of children, helping preserve their individuality and uniqueness. Therefore, practical exercises play a crucial role in communicative self-development. The mechanisms for developing communicative competence in future teachers necessitate the development of methodological support through a practical approach to organizing professional-pedagogical activities. Structuring learning activities into three blocks—informational, self-awareness, and practical—is considered appropriate.

The mechanisms for applying innovative strategies in social media marketing in higher education institutions are implemented in the following areas:

1. Creating and Strengthening a Digital Brand

Brand Identification: Higher education institutions must actively utilize social media platforms to create and strengthen their brand on digital platforms. This process should clearly define the university’s mission, values, and unique features.

Visual Content Creation: Using visual content like graphic designs, videos, and infographics can make the institution’s social profiles more attractive. This helps capture the attention of students and makes the brand more memorable.

2. Establishing Interactive Communication with Students

Q&A Sessions: Regularly conducting Q&A sessions with students and prospective applicants via social media. This facilitates direct interaction between the university and its audience. **Live Streams and Webinars:** Hosting live streams and webinars dedicated to university life, educational programs, and entrance exams, allowing applicants and students to access essential information.

3. Content Marketing and SEO Optimization

Creating Meaningful Content: Regularly posting useful and engaging content on the university’s official blogs and social media pages. This includes articles, events, interviews, success stories of students, and other diverse materials. **SEO Optimization:** Optimizing social media content and university websites to rank higher in search engine results, making it easier for interested individuals to find information about the university.

4. Adapting to Social Platforms

Considering Platform Features: Each social platform (e.g., Facebook, Instagram, Twitter, LinkedIn) has its unique characteristics, and universities must create content tailored to the audience and requirements of these platforms. **Engaging Students:** Sharing interesting and valuable information about university life and educational processes to increase students’ interest in these platforms and engage them as active users.

5. Analysis and Measurement Mechanisms

Using Analytical Tools: Utilizing tools like Google Analytics, Facebook Insights, and others to evaluate the effectiveness of social campaigns. These tools help analyze user behavior and optimize strategies accordingly. **ROI Analysis:** Measuring the results of investments in social marketing and evaluating the effectiveness of campaigns to continuously update strategies.

6. Influencer Marketing and Partnerships

Student Ambassador Programs: Engaging active students as social media ambassadors. They can share their experiences and actively promote the university’s brand. **Collaboration with Influencers:** Partnering with local or national social media influencers to increase the visibility of the university’s brand to a broader audience.

These mechanisms help higher education institutions effectively implement innovative strategies in social media marketing, contributing to the enhancement of their brand and overall success.

These mechanisms help higher education institutions successfully implement innovative strategies in social media marketing and contribute to strengthening the university's brand.

In our country, we consider it important to use a number of innovative strategies to develop social media marketing in higher education institutions. Such strategies include:

1. Creating Personalized Content

Individualized Advertising: Creating specially tailored content and advertisements based on the interests and needs of students and prospective applicants. This allows universities to deliver specific and personalized information to users on social media platforms.

Data Segmentation: Segmenting users based on their demographic and psychographic characteristics to provide content that aligns with their interests.

2. Utilizing Virtual and Augmented Reality (VR/AR) Technologies

Virtual Tour: Organizing virtual tours of the university. This allows students and prospective applicants to experience the university environment from the comfort of their homes.

AR Experiences: Providing educational resources and interactive experiences for prospective and current students using augmented reality (AR) technologies.

3. Interactive and Gamified Content

Gamification: Using gamification approaches (adding game elements) to convey information about the university. For instance, quizzes, prize contests, and other interactive games can be used to engage students.

User-Generated Content: Promoting content created by students on social media platforms. This helps build trust in the university among users.

4. Collaboration with Micro-Influencers

Micro-Influencer Marketing: Partnering with small-scale social influencers (micro-influencers) to promote the university brand. These influencers have close connections with their followers and can provide valuable and trustworthy recommendations about the university.

Student Ambassadors: Appointing well-known individuals among university students as "student ambassadors" to enhance the university's social media marketing through their influence.

5. Video Marketing and Live Streaming

Educational and Informative Videos: Creating engaging and educational videos about university courses, events, and student life to be shared on social media platforms. **Live Streaming:** Providing opportunities for direct interaction through live streams for students, teachers, and prospective applicants. Live streams can effectively deliver university events to a broader audience.

6. Social Listening and Analytics

Social Listening Tools: Using social listening tools to monitor what students and applicants are saying about the university on social media platforms. This allows university management to respond quickly to feedback and take necessary actions. **Using Analytical Data:** Leveraging data analyzed from social platforms to improve the effectiveness of marketing strategies.

7. Automating Content Planning

Content Creation and Publishing Automation: Utilizing special software and platforms to automate the creation and publishing of university content. This strategy simplifies the process of producing consistent and high-quality content while saving time. **Automated Response Systems:** Implementing chatbots or automated systems to provide quick answers to frequently asked questions from students and applicants on social media pages.

Conclusion. Our people have always strived for knowledge and education. During the years of independence, this field has become a priority in the state's policy. The wide-ranging reforms being carried out clearly confirm this. In this process, the task of educating physically

healthy, morally mature, and well-rounded youth, and ensuring their access to education, is a crucial factor in ensuring a prosperous life in our country.

Furthermore, thanks to the joint efforts of teachers and students, and the dedicated work of scientists, positive experiences have been accumulated in distance learning and online teaching. Now, the work being done to improve the continuous education system, develop a skilled workforce policy, and strengthen its material and technical base is of great importance.

Additionally, there is a need to enhance the activities and effectiveness of higher education institutions as we transition to international standards for evaluating the quality of education and training.

The importance of scientific and technological progress and transforming the education system into a competitive field has become deeply ingrained in the consciousness of our people. Uzbekistan, a nation that values knowledge and education, is dedicating all its efforts to fulfilling these aspirations. This system is built on a foundation of high moral values and is equipped with state education standards and relevant curricula.

Elevating the quality of higher education and ensuring that universities gain recognition among the world's leading institutions remains a primary goal for Uzbekistan's higher education system. A new stage of scientific and technological development is underway, with a focus on fostering new scientific and academic research, innovative achievements, and creating effective mechanisms to implement them. Overall, the continuous improvement of the education system in our country to meet global standards has always been a top priority during the years of independence.

The modernization, democratization, computerization, and humanization of the education system, along with the freedom to choose educational programs and the development of a continuous learning system, are gaining significant momentum. The need to reinforce the fundamentals of education, to cultivate morally responsible individuals, and to teach critical thinking rather than just knowledge is becoming increasingly evident. To ensure the all-round development of the younger generation, there's a growing focus on developing innovative projects to create new laws that align with the spirit of the times and implementing them. Concrete measures to achieve qualitative changes at all levels of the education system are also being strengthened.

The use of social media marketing in higher education institutions has seen a remarkable increase from 2020 to 2024. Views, interactions, content effectiveness, advertising campaigns, and the number of applicants attracted have shown a consistent year-on-year growth. This demonstrates the strategic success of higher education institutions in leveraging social media marketing. In 2020, there were 5 universities that achieved the highest reach in social media marketing, while in 2024, this number has expanded to 10. This indicates intensified competition and the fact that more universities are effectively employing social media marketing..

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