

INCLUSIVE MARKETING TOOLS USAGE IN FORMATION OF POSITIONING STRATEGY OF EDUCATIONAL INSTITUTIONS

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Inclusive marketing is an approach focused on addressing the needs of different population groups, ensuring equal opportunities for everyone, regardless of social, cultural, physical, or other factors. In the context of education, this means creating an environment where every learner, regardless of their background, physical or psychological characteristics, feels part of the educational community. To analyze the tools of inclusive marketing and their application in the field of education, methods and methodologies from scientific works of domestic and foreign scholars, as well as experiments and information from other open sources [1–9], were reviewed.

Inclusive marketing is an approach focused on addressing the needs of different population groups, ensuring equal opportunities for everyone, regardless of social, cultural, physical, or other factors. In the context of education, this means creating an environment where every learner, regardless of their background, physical or psychological characteristics, feels part of the educational community.

Current problems of Ukrainian society, such as war, temporary occupation of territories, significant migration, and demographic changes, not only create new challenges but also provide opportunities for the education system. Educational institutions must adapt their marketing and communication strategies to be open to all.

The use of inclusive marketing tools will allow educational institutions to communicate with a broader audience. Educational institutions implementing inclusive marketing demonstrate their commitment to the principles of equality, fairness, and respect for all members of society.

Inclusive marketing can help educational institutions build a positive image and attract students, their families, and society in general. For example, creating programs to support war veterans, people with physical disabilities, orphans, and children from temporarily occupied territories will demonstrate the institution's social responsibility. For these individuals, education can become a tool for professional retraining and psychological rehabilitation.

War veterans need support in transitioning back to civilian life. In this regard, education can serve as an important tool for rehabilitation and retraining. Educational institutions can communicate with war veterans by offering specialized programs and support, such as psychological events,

adaptation courses, and professional training aimed at helping veterans find new opportunities in civilian life.

An inclusive approach to attracting prospective students also contributes to the economic sustainability of educational institutions, expanding their target audience and increasing competitiveness in both the local and global educational services market. Engaging foreign students and students from various social groups will allow educational institutions to increase their revenue and invest in the further development of infrastructure and educational programs.

Let's outline some specific marketing tools and strategies that could contribute to the implementation of an inclusive approach in the marketing and positioning of educational institutions:

- Development of inclusive advertising campaigns and creation of creatives reflecting the diversity of the student body, including people with physical disabilities, various ethnic backgrounds, ages, etc.;
- Adaptation of websites and online resources for people with different needs, implementation of technologies to facilitate navigation for visually impaired people, subtitles for videos for hearing-impaired individuals, etc.;
- Creation of informational materials in accessible formats, such as brochures, booklets, and other materials in Braille, as well as creation and distribution of audio versions of informational materials;
- Organization of inclusive events and open days for all categories of potential students, taking into account various physical needs.

It should be noted that migration issues and population decline also lead to the necessity for educational institutions to broaden their audience search horizons. Educational institutions should consider the possibility of attracting foreign students. In this process, inclusive marketing will play a key role, as this approach helps create an attractive image of an educational institution that cares about diversity and inclusion. The development of multilingual materials, adaptation of educational programs to international standards, and provision of support to foreign students become an integral element of positioning educational institutions.

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