

**Abstract of the Article**  
**“Marketing Communications**  
**in Forming the Image of Higher Educational Institutions”**  
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Modern consumer information field is characterized by high intensity, but the terms of option and diversity of choice cause rejection of multiple advertising appeals. Under these conditions, creating a positive image of the organization requires the combined approach, namely combination of many elements that form and sustain the image.

Experts believe that the effective impact of the image must be multi-channel, namely the same message should be presented to a target audience by multiple channels. The concept of integrated marketing communication (IMC) underlines the importance of various combinations of marketing communication tools for creating a positive image of the organization.

The image of the organization is formed by the subjective perception of the received information and emotional attitude to it.

Information of higher educational institutions includes following components: image of the leader, image of the given services and their subjects and objects, perception of the external appearance of the institution and internal image of the institution. These elements define the way of use of marketing communications to create positive informational field around the given institution.

Application of IMC is a tool of integration of various information and communication messages with common target.