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**SPECIFIC ADVERTISING ACTIVITY OF EDUCATIONAL INSTITUTIONS IN TERMS OF THEIR POSITIONING**

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***Research methodology.*** *Theoretical and methodological basis of this article is a series of findings and conceptual provisions contained in the works of local and foreign scientists and practitioners who specialize in the study of advertising services of institutions, their positioning and more. Also we have used traditional scientific methods, such as dialectical, scientific analysis, comparative the use of which has allowed obtaining reliable theoretical conclusions.*

***Results.*** *The role and importance of advertising in increasing competitiveness and improving the image of institutions is that it provides the evaluation of the effectiveness of monitoring and control over the interaction of education with other members of the educational process through the use of appropriate techniques. Advertising of educational services requires the development of a new concept of advertising campaign realization at faculties and departments, using the principles and knowledge which will allow educational institutions to manage effectively the process of future development while reducing the number of entrants and increasing the competition.*

***Novelty.*** *The article has systematized the main trends, conditions and prerequisites of advertising activity of educational institutions in modern conditions. The specificity of advertising activities of the institution has been defined as a prerequisite and a factor of stability and competitiveness of the institution and its success in the education market. Also it has clarified the function of advertising in the educational services.*

***The practical significance*** *of the study is that the results can be used in the further development of perspective advertising activity of educational institutions in the educational market in Ukraine.*