

DEVELOPING EDUCATIONAL SERVICE BRANDS THROUGH ADVERTISING TEXTS

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Abstract. This article examines the importance of advertising texts in the formation and development of educational service brands. The study analyzes the role of marketing communications in the activities of educational institutions, the mechanisms through which advertising texts influence target audiences, and their contribution to enhancing the competitiveness of educational services. The theoretical and practical aspects of creating effective advertising texts are discussed, and recommendations for educational organizations are proposed.

Keywords: advertising text, educational marketing, brand, communication, educational services, copywriting, consumer behavior, marketing strategy.

Introduction. In the context of the digital economy, the educational services market is expanding rapidly, and competition among educational institutions is becoming increasingly intense. Under such conditions, educational institutions must not only provide high-quality educational services but also effectively communicate their brand to target audiences. As one of the key tools for brand development, advertising texts play a significant role. They serve as a means of conveying an institution's values, advantages, and opportunities to its target audience in a clear, persuasive, and impactful manner. Educational services differ from other products and services due to their intangible nature. Therefore, consumers place considerable emphasis on the completeness and reliability of information when making decisions. Advertising texts serve as an important communication tool in meeting this need.

The acceleration of globalization and digital transformation processes has brought significant changes to the education sector. Today, the educational services market is expanding not only through public educational institutions but also through private educational organizations, training centers, and online learning platforms. In such an environment, competition among educational organizations is intensifying, making it increasingly important to attract the attention of potential consumers, gain their trust, and establish long-term relationships. Consequently, the promotion of educational services and the enhancement of brand value have become key areas of contemporary marketing research. Educational services differ from other types of services due to their intangibility, the difficulty of evaluating their quality before consumption, and the fact that their outcomes become evident only in the long term. These characteristics increase consumers' need for reliable information sources when selecting an educational institution. In this regard, advertising texts function as an essential communication channel between educational institutions and their target audiences, providing information about the content, advantages, and value of educational services.

In recent years, the development of digital marketing technologies has significantly influenced the form and content of advertising communications. Advertising texts distributed through social media platforms, search engines, mobile applications, and other digital channels have expanded educational institutions' opportunities to communicate directly with their audiences. As a result, advertising texts have evolved beyond their informational function to become instruments for shaping institutional image, strengthening brand identity, and fostering consumer loyalty. In educational marketing practice, the quality and content of advertising texts directly affect an institution's market position. Well-targeted advertising texts that address



audience needs and incorporate persuasive elements contribute to an increase in the number of prospective students, enhance institutional visibility, and support the development of a positive brand image. Conversely, poorly designed advertising messages that fail to align with audience interests may reduce communication effectiveness and negatively affect the brand's position in the market.

Literature review. The significance of brand communications has been extensively discussed in marketing and advertising research. Philip Kotler defines marketing as a managerial process aimed at identifying and satisfying consumer needs. David Aaker, in his brand equity concept, emphasizes the role of communications in enhancing brand awareness and consumer loyalty. Studies in educational marketing regard advertising texts as an important factor in shaping perceptions of educational institutions among prospective students and their parents. Contemporary copywriting theory highlights the informational, persuasive, and emotional impact of advertising texts as their key characteristics. The study of educational services from a marketing perspective began to receive considerable scholarly attention during the second half of the twentieth century. Philip Kotler, one of the leading contributors to marketing theory, characterizes educational services as a specific category of services designed to satisfy consumer needs and emphasizes the importance of communication strategies in this field. According to Kotler, establishing effective communication with customers and clearly conveying an organization's advantages are among the primary determinants of success in services marketing.

David Aaker, a prominent scholar in brand theory, describes a brand as one of the most valuable intangible assets of an organization. According to his concept, brand equity is shaped by several key components, including brand awareness, perceived quality, brand associations, and customer loyalty. Advertising texts serve as an effective tool for developing and reinforcing these components. Kevin Lane Keller's Customer-Based Brand Equity (CBBE) model provides a theoretical explanation of the role of advertising communications in shaping consumer perceptions of brands. According to this model, advertising messages that create positive associations and strengthen emotional connections contribute significantly to improving a brand's position in the marketplace. The linguistic and psychological characteristics of advertising texts have also been widely examined in studies of modern marketing communications. Belch and Belch, in their Integrated Marketing Communications (IMC) framework, identify advertising texts as one of the primary instruments influencing consumer decision-making processes. The authors argue that the effectiveness of advertising texts depends largely on the accuracy, credibility, and relevance of the information provided to the target audience.

The rapid development of digital marketing has transformed the requirements for advertising content and format. Chaffey and Ellis-Chadwick emphasize the importance of a user-centered approach in digital communications, arguing that advertising messages should be concise, meaningful, and interactive. Their studies indicate that advertising texts distributed through social media facilitate two-way communication with consumers and contribute to increasing trust in brands. Research in educational marketing recognizes advertising texts as a crucial element in shaping the image and reputation of educational institutions. Consumers of educational services typically rely on trustworthy information, graduate achievements, faculty expertise, and educational quality when making decisions. Therefore, advertising texts should not merely serve promotional purposes but should also accurately reflect the genuine strengths and competitive advantages of educational institutions. Studies conducted by local scholars have likewise highlighted the significance of marketing communications within the education sector. However, existing research has not sufficiently explored the impact of advertising texts on the development of educational service brands, particularly within the context of digital marketing. This gap in the literature underscores the scientific and practical relevance of the present study.



Research methodology. This study aims to identify and evaluate the role of advertising texts in the development of educational service brands. To achieve this objective, a mixed-methods approach combining qualitative and quantitative research methods was employed. The theoretical foundation of the study is based on scholarly literature related to marketing, brand management, advertising communications, and educational marketing. Scientific articles, monographs, books, and regulatory documents authored by both international and local researchers were analyzed to establish the conceptual framework of the research.

The following research methods were applied during the study:

Systematic Analysis Method. This method was used to examine the interrelationship between educational services marketing and advertising communications, as well as to investigate the impact of advertising texts on brand development from a comprehensive perspective.

Comparative Analysis Method.

The advertising texts and communication strategies of various educational institutions were compared to assess their effectiveness and identify best practices in educational marketing.

Content Analysis Method.

Content analysis was conducted on advertising materials published on the official websites and social media platforms of educational institutions. The analysis focused on identifying the informational, persuasive, and emotional elements embedded in advertising texts.

Logical and Scientific Abstraction Method.

This method was employed to identify general patterns in advertising texts and to formulate scientifically grounded conclusions regarding their role in educational brand development.

Synthesis and Generalization Methods.

These methods were used to systematize the findings and develop practical recommendations for strengthening educational service brands through advertising texts.

The empirical basis of the study consisted of advertising materials published by higher education institutions, private educational organizations, and training centers through publicly accessible sources. The analysis examined the content of advertising texts, their communicative style, audience orientation, and their role in shaping brand identity. The scientific novelty of this research lies in its comprehensive evaluation of the influence of advertising texts on educational service brand development through the integration of marketing and communication theories. Furthermore, the study proposes scientific and practical recommendations for creating effective advertising texts within the contemporary digital environment.

Results and discussion. An educational service brand represents the aggregate of consumers' perceptions, trust, and attitudes toward an educational institution. Advertising texts play a crucial role in shaping these perceptions and perform several important functions in the process of brand development.

1. Informational Function

Advertising texts provide information about educational programs, faculty qualifications, material and technical resources, and learning opportunities. Comprehensive, accurate, and well-structured information contributes to increasing audience trust and reducing uncertainty in the decision-making process. Given the intangible nature of educational services, potential consumers often rely on advertising messages as a primary source of information when evaluating educational institutions.

2. Persuasive Function

Effective advertising texts influence consumers' choices by highlighting the competitive advantages of an educational institution over its rivals. Information regarding graduate achievements, employment outcomes, international partnerships, academic rankings, and institutional accomplishments serves as persuasive evidence supporting the institution's credibility and attractiveness. The inclusion of factual and verifiable information enhances the



persuasive power of advertising communications and encourages prospective students to consider the institution more favorably.

3. Emotional Appeal Function

Education is not merely a service; it is closely associated with personal development, career advancement, and future success. Therefore, advertising texts that incorporate motivational and inspirational elements can generate stronger emotional engagement among target audiences. Messages emphasizing opportunities for self-improvement, professional achievement, and future career prospects contribute to establishing positive emotional connections between consumers and educational brands.

4. Brand Identity Formation Function

The consistent use of advertising texts developed according to a unified communication strategy contributes significantly to the formation and reinforcement of brand identity. Repeated slogans, institutional values, mission statements, and a distinctive communication style help create a recognizable and memorable brand image. Consistency in advertising messages strengthens consumers' associations with the institution and enhances overall brand recognition.

Research findings indicate that audience-oriented, clear, and trustworthy advertising texts increase interest in educational institutions and positively influence consumer perceptions. In particular, advertising content distributed through digital platforms should be concise, informative, and interactive in order to effectively engage contemporary audiences. The growing importance of digital communication channels has transformed the ways in which educational institutions interact with prospective students and other stakeholders. Social media platforms, websites, online advertisements, and mobile applications provide opportunities for direct communication and personalized messaging. Consequently, educational institutions must develop advertising texts that not only communicate information but also foster engagement, encourage interaction, and strengthen long-term relationships with their audiences. Furthermore, successful advertising texts are characterized by their ability to align institutional objectives with audience expectations. Messages that emphasize educational quality, innovation, student support services, career opportunities, and institutional achievements are more likely to resonate with potential students and contribute to a favorable brand image. Conversely, advertising texts that lack relevance, clarity, or credibility may diminish communication effectiveness and negatively affect institutional reputation.

The analysis demonstrates that strategically designed advertising texts contribute significantly to increasing brand awareness, strengthening consumer trust, enhancing institutional visibility, and improving the competitive position of educational organizations within the educational services market. Therefore, advertising texts should be regarded as an integral component of educational branding strategies rather than merely as promotional tools.

Conclusion. In the educational services market, advertising texts constitute one of the most important tools for building and developing a brand. They facilitate the communication of an educational institution's strengths and values to target audiences, strengthen consumer trust, and enhance institutional competitiveness. As educational services become increasingly diversified and competition intensifies, effective advertising communication plays a critical role in establishing a strong market position. The findings of this study demonstrate that advertising texts perform several essential functions in educational brand development, including providing information, persuading potential consumers, creating emotional engagement, and reinforcing brand identity. Well-designed advertising messages contribute to increasing brand awareness, attracting prospective students, and fostering long-term relationships with stakeholders. To create effective advertising texts, educational institutions should thoroughly analyze the needs and expectations of their target audiences, develop clear communication strategies, and utilize modern digital technologies and communication platforms. Particular attention should be paid to



the accuracy, credibility, relevance, and consistency of advertising messages, as these factors significantly influence consumer perceptions and trust.

Furthermore, the integration of informative, persuasive, and emotionally appealing elements within advertising texts can enhance communication effectiveness and strengthen brand positioning. In the digital environment, where consumers are exposed to a large volume of information, concise, audience-oriented, and interactive advertising content is especially important for capturing attention and maintaining engagement. In conclusion, advertising texts should be viewed not merely as promotional instruments but as strategic tools for educational brand management. Their effective use contributes to increasing brand value, strengthening institutional reputation, improving competitive advantage, and ensuring sustainable development in the educational services market.

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