RESEARCH ON THE ROLE OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN UNIVERSITIES BRAND INTEGRATED MARKETING COMMUNICATION

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Summary. With the intensification of competition among universities, brand building has gradually become an important content that universities at home and abroad attach great importance to. In the current situation of declining influence of traditional publicity channels and limited influence of self-built media, artificial intelligence technology can provide all-round technical support for university brand integrated marketing communication in terms of communication content and communication channels.

Keywords: Artificial Intelligence, University, Integrated Marketing Communication


At present, all kinds of media are constantly innovating in communication channels, media and communication content, hoping to deliver more information by competing for users’ attention, so as to build a good image for commercial brands[1]. Similar to the brand competition in the commercial field, there is also brand competition among universities. For universities, a good brand image plays an important role in promoting enrollment, employment, talent recruitment and international development.

As a comprehensive frontier discipline, artificial intelligence usually refers to the construction of intelligent systems relying on computer technology to complete activities such as pattern recognition, natural language processing, data mining and automation that can only be completed by intelligent creatures or humans in the traditional sense. In the field of media, the development and application of artificial intelligence technology is accompanied by the rise of mobile Internet. In the field of media, the development and application of artificial intelligence technology is accompanied by the rise of mobile Internet [2]. Artificial intelligence technologies, such as facial recognition, face generation, automatic writing, virtual anchor, speech synthesis, intelligent content audit, image search, voice search and so on, have
achieved many practical results. With the rapid development of mobile Internet, the main field of university brand building has shifted from traditional media to new network media represented by social media, which brings opportunities for the application of artificial intelligence in the field of university brand building. In the university brand integrated marketing communication, artificial intelligence technology will play an important role, such as in the integration of communication content, communication channel integration and negative information monitoring and so on.

2. Application Scenarios of Artificial Intelligence

2.1 Use artificial intelligence technology to integrate communication content suitable for social media to enhance the attractiveness of university brands

2.1.1 Use VR/AR to generate experiential content. Various map apps offer free displays of campus maps and satellite maps. Universities can add panoramic images and 3D videos in the campus landscape, laboratories, libraries and other locations to further enrich the style of campus display. If conditions permit, the university can set up an online VR campus experience pavilion, which will bring more intuitive experience to students, parents and people from all walks of life who are concerned about the development of the university. In recent years, some universities have added AR QR codes to their admission letters. After the mobile phone scans the AR QR code, the dynamic AR effect on campus can be generated. This is both lively and interesting and creates the topic of enhancing the image of the university.

2.1.2 Use drone technology to produce aerial content. Consumer drone technology has matured. It has become a trend to use aerial photos and videos taken by drones as news materials in the scene of campus large-scale activities.

2.1.3 Use interactive games to encourage users to forward and share. At present, the image synthesis technology can produce group photos with strong sense of reality. Universities can use this technology for important time points such as the arrival of new students, the anniversary, and the departure of graduates. While creating an atmosphere, this practice can promote users to forward and share.

2.1.4 Optimize the experience with a chatbot. The chat program supported by artificial intelligence can effectively improve the response agility of admission counseling, WeChat and weibo counseling. This solves the problem of under-staffing during peak hours and also provides an ongoing consulting service.

2.2 Use artificial intelligence technology to optimize the channel and mode of brand information communication, and improve the communication effect of university brand integrated marketing

2.2.1 Use data mining technology to identify customers, evaluate customer value, and achieve differentiated communication. Social media users all have unique identification Numbers, which makes it technically possible for universities to tag users through user forwarding, message leaving, message and other interactive behaviors. By using background data analysis, the university can label each user and classify them as a certain type of user by using rules, so as to evaluate the value of this user. Classification methods can be flexible and varied. Tags can be identity, such as teachers, students, alumni, parents, etc., or age, active period, active users, location, industry, etc. In the process of releasing brand communication content, universities can realize differentiated content push according to different labels, so as to achieve better brand communication effect.
2.2.2 Use big data analysis technology to integrate brand image information communication channels. The use of artificial intelligence in user data analysis and user experience of the value of the scene, as well as the change of human-computer interaction scenes and insight into behavioral habits can break the fixed thinking of traditional marketing and potentially change the marketing mode [3]. In order to better operate social media, all kinds of social media public accounts have data analysis function in the background. They can analyze the amount of reading, forwarding and reading crowd of published content. They can also get the change rate of reading/sharing amount and peak reading/sharing amount combined with time marking, and make statistics according to labels of different categories. The communication rules of different social media accounts can be summarized by combining the data of multiple social media accounts and website data. According to these data, it can provide data support for the content production and push of university social media accounts, realize the organic integration of university brand communication channels, and build a cross-media communication matrix.

2.2.3 Using natural language processing technology to improve the effect of negative information monitoring and management. Monitoring and management of negative information is a problem that must be paid attention to all the time in the process of university brand communication, construction and repair. Any mistake will seriously affect the effect of university brand construction. In today's era of geometric growth of network information, the traditional manual network reading monitoring has been unable to cope with the massive Internet information. Therefore, the public opinion monitoring system using natural language processing technology will be the future development trend. Natural language processing technology can judge the emotional tendency of network information through semantic analysis, combine with keyword matching and recognition, and achieve high efficiency, full coverage, all-weather negative information monitoring.

3. Conclusion

As a universal technology with rapid development and rich connotation, artificial intelligence has been rapidly developed in the field of scientific research and business. With the progress of artificial intelligence algorithms and computer hardware, the application scenarios of artificial intelligence technology are more and more popular. At present, artificial intelligence technology has also been fully applied in the field of media. The brand building of universities is a systematic project. With the increasingly fierce competition among universities, the brand integrated marketing communication of universities will become the development trend in the future. We believe that the rational application of artificial intelligence technology in university brand marketing communication can effectively improve the effect of university brand building.

References: