Guidelines for marketing and communication development 2025

VISION Interdisciplinary university, competitive at the international level, developing and transferring new knowledge and innovations

GOAL Ensuring the effective implementation of the University's activities and strengthening the competencies of its human resources

VALUES

SOCIAL RESPONSIBILITY	COOPERATION	CONTINUOUS IMPROVEMENT

STRATEGIC OBJECTIVES

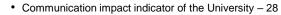| SOCIAL RESPONSIBILITY	COOPERATION	CONTINUOUS IMPROVEMENT
• Increase the dissemination and accessibility of the content on professional development and market opportunities	• Strengthen communication with general education schools	• Developing the competencies of employees needed in the field
• Strengthen the dissemination of scientific knowledge, innovations and achievements generated and transferred at the University	• Increase the integration of marketing and communication activities in admissions campaigns	• Improve the management system for marketing and communication activities of the University's departments
• Expand communication of sustainable development challenges and solutions to target audiences	• Strengthen the unified identity and image of the University	• Create the conditions for the development of a culture of cooperation and community

SUCCESS CRITERIA

SOCIAL RESPONSIBILITY	COOPERATION	CONTINUOUS IMPROVEMENT
• Communication impact indicator of the University – 28	• Directly reached school audiences – 50 thousand	• The number of employees who have participated in marketing and communication-related fellowships or training courses in foreign institutions - 15 persons
• Increase in the share of expert communication by 10%*	• Increase in traffic to the University's website by 25%*	• The number of employees who participated in marketing and communication training at the University - 100 persons
• Increased dissemination of sustainable development publications through external communication channels by 15%*	• Recognition of the University's brand in the admissions campaign - 30%	• Employee satisfaction score - 4 out of 5
• Increase in the number of publications in specialised international portals by 15%*		

* Comparing the results at the beginning and end of the 2021-2025 period.

HUMAN SIDE OF TECHNOLOGY

KTU