



MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC
SOLUTIONS

**HYBRID PROJECT MANAGEMENT AND DIGITAL
MARKETING STRATEGIES FOR ENHANCING GLOBAL STUDENT
ENGAGEMENT**

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Abstract. *This study explores how hybrid project management approaches improve digital marketing effectiveness in higher education institutions. Using the Pharmaceutical Technical University (PTU) as a case study, the research examines the integration of Agile marketing practices with PRINCE2 governance frameworks to support international student recruitment. Based on interviews with institutional stakeholders and analysis of digital engagement data, the findings show that hybrid management enhances coordination, flexibility, and marketing performance. The results also indicate that platforms such as Telegram and Instagram generate higher engagement among prospective students. Overall, the study highlights the value of combining Agile practices with structured governance to strengthen university marketing strategies in the global education environment.*

Keywords: *hybrid project management, digital marketing, higher education, Agile marketing, PRINCE2, international student recruitment.*

Introduction

The internationalization of higher education has intensified global competition among universities seeking to attract talented students from different regions. In response, institutions increasingly rely on digital marketing strategies and advanced management approaches to improve recruitment effectiveness. Hybrid project management frameworks that combine Agile practices with structured governance models offer new opportunities to enhance coordination, flexibility, and marketing performance in higher education institutions.

The Methodological Basis of Monitoring

This study is based on a quantitative research approach using Structural Equation Modeling (SEM). Data were collected from 90 participants, including marketing department staff, recruitment team members, IT specialists, and academic staff at the institution. The SEM model was applied to analyze the relationships between hybrid project management practices, digital marketing effectiveness, and international student recruitment outcomes. This methodological approach allowed the study to evaluate causal relationships between key variables and assess the impact of hybrid management frameworks on institutional marketing performance.





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Conclusion

The results of this study demonstrate that integrating hybrid project management methodologies can significantly enhance the effectiveness of digital marketing activities in higher education institutions. The findings indicate that combining Agile marketing practices with PRINCE2 governance structures improves coordination between institutional departments, increases operational flexibility, and strengthens strategic oversight in marketing processes. The analysis also shows that interactive digital communication platforms, particularly Telegram and Instagram, play an important role in increasing engagement with prospective international students. Overall, the study confirms that hybrid management frameworks can support more adaptive, data-driven, and strategically aligned marketing strategies, thereby improving universities' ability to compete in the global higher education market.

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