Applying Artificial Intelligence in the Promotion of Art Faculties

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Abstract. Over the past decade, artificial intelligence (AI) has become a pivotal driver of transformation across multiple sectors, including higher education institutions. Art faculties, as integral components of the academic system, face the challenge of modernizing their promotional strategies to attract prospective students and effectively present their educational programs. In this context, AI presents new opportunities for developing personalized and interactive marketing campaigns tailored to the interests and online behavior of prospective students. This analytical approach allows for the generation of customized promotional content and advertisements that resonate with the specific interests of the target audience. Additionally, AI can automate processes such as responding to inquiries via chatbots, thereby enhancing user experience and improving communication efficiency. By leveraging AI technologies, art faculties can design interactive virtual environments where prospective students can navigate campus spaces, access detailed program information, and engage in real-time workshops. Moreover, by analyzing users' emotional responses to various forms of promotional content, AI enables the optimization of content appeal, including the selection of appropriate communication channels and the creation of effective, AI-driven materials.

Keywords: media promotion, art faculties, artificial intelligence.

1 Introduction

In the contemporary educational system, media promotion constitutes a key element in attracting the attention of prospective students and the broader public. As specialized institutions within the educational system, art faculties demand customized promotional approach to effectively communicate their programs, values, and accomplishments. Recognizing the inspirational and motivating nature of art, it is imperative that media promotion strategies be precisely designed to effectively convey the essence and distinctive qualities of art education.

Media promotion in art faculties serves not only to recruit prospective students but also to develop and sustain the faculty's reputation, and to cultivate strong relationships with alumni and cultural stakeholders. In addition, media promotion strengthens the presence of art faculties across local, national, and international arenas, which is increasingly vital in the context of global competition within the education landscape [1]. Choosing the right promotional strategy involves selecting appropriate media channels and generating effective content with the support of artificial intelligence. This contributes to the development of institutional reputation and reinforces connections with the cultural community. Achieving success in this field requires thoughtful planning, creativity, and adaptability to clearly convey the distinct value of artistic education.

2   Media promotion in higher education institutions

Effective media promotion of educational institutions can be instrumental in student recruitment, increasing awareness of academic programs, and enhancing institutional reputation and brand identity [2]. This paper reviews and analyzes the ways in which educational institutions—particularly art faculties—employ media promotion, supported by artificial intelligence, to attract students, promote their programs and achievements, and build a recognizable institutional brand. It also explores how media promotion shapes public perception of educational institutions and how it can be employed to enhance institutional reputation.

Media promotion refers to a set of strategies and activities aimed at promoting products, services, or—within this context—educational institutions through various media channels. The primary objective of media promotion is to attract the attention of the target audience, provide them with relevant information about available offerings, and encourage them to take specific action—such as enrolling at an academic institution [3].

The success of media promotion in educational institutions frequently results from a combination of media channels and techniques that are specifically designed for the characteristics of the target audience and the academic institutions' objectives. Consequently, the successful attainment of the intended results is contingent upon the proper planning, implementation, and evaluation of media campaigns [4]. Media channels can be employed by educational institutions to communicate information regarding their programs, services, and activities, while simultaneously emphasizing their fundamental values and competitive advantages. Institutions can also monitor trends and interests within their target audience through media, which enables them to adjust their promotional activities accordingly [2].

Media plays a critical role in the promotion of educational institutions by assisting in the recruitment of prospective students. Media can help attract new generations of students by publishing pertinent information regarding enrollment periods, admission requirements, and student experiences [5], [6]. Artificial intelligence's contribution to the advancement of educational institutions is multifaceted and challenging. The institution's success, the recruitment of prospective students, and the establishment of a positive public image can all be significantly influenced by the appropriate utilization of media channels.

3   Media promotion strategy for art faculties

Due to their specific nature, art faculties necessitate a promotional strategy that is meticulously crafted. The primary component is the identification of the target audience and the selection of the most effective method to capture their attention.

3.1   Identifying the target audience of art faculties

Target audience analysis and market segmentation are essential components of an effective media promotion strategy for art faculties. These institutions have a specific target audience that must be carefully identified and understood in order to establish effective communication. The target audience of art faculties may include prospective students, their parents or guardians, faculty members and other academic staff, as well as the general public interested in the faculty's activities and achievements. [3].

By applying market segmentation to tailor their marketing strategies and messaging to distinct audience segments, art faculties can enhance engagement and achieve more effective outcomes. For instance, a faculty may provide targeted information about available programs, faculty members, and career opportunities within a specific artistic discipline to a segment of high school graduates who have already expressed interest in the field. [5]. In addition, market segmentation can help faculties develop a more comprehensive understanding of the needs and trends within each audience segment, enabling them to adapt their programs and activities accordingly. For example, a faculty may observe a growing interest in digital art among younger audiences and broaden its academic programs to cover these trends [7].

The target audience and market segmentation represent critical success factors in the media promotion strategies of art faculties. By identifying their audience and understanding its interests, the faculties can enhance the effectiveness of their communication, attract qualified audiences, and achieve both their promotional and developmental objectives.

3.2   Selection of media channels for promotion

For art faculties, it is essential to select media channels that align with the preferences of their target audience and facilitate outreach to individuals with similar interests. For example, faculties offering visual arts programs may opt for promotional channels—such as art magazines, galleries, specialized art websites, or popular social media—that align with the preferences of the artistic community. [6]. A well-balanced mix of media channels, tailored to the specific needs and characteristics of the target audience, can serve as a critical success factor in the effective promotion of art faculties. [5] It is important for faculties to follow trends and innovations in the media landscape in order to stay up-to-date with the most effective ways of communicating with their target audience. For example, digital marketing tools—such as Google Ads, Facebook and Instagram advertising, and influencer marketing—can be particularly effective in capturing the attention of younger audiences active on social media.
Creating engaging content is a vital component of a media promotion strategy for art faculties. Well-crafted content can capture the attention of the target audience, foster

engagement, raise institutional visibility, and ultimately contribute to student enrollment or enduring stakeholder support.

For art faculties, content may encompass a wide array of creative formats—including photographs and videos featuring student artworks, interviews with faculty members and students, event coverage, and lecture and exhibition highlights, as well as value-driven educational content that communicates the faculty's identity. [6]. By producing relevant and engaging content, art faculties can foster meaningful audience engagement, attract the attention of prospective students and advocates, and achieve their promotional and institutional goals [7].

These initiatives support real-time audience engagement and contribute to increased brand recognition in the digital era. In addition, websites and search engine optimization (SEO) are indispensable for enhancing the faculty's visibility in the digital space. Conversely, email marketing and digital campaigns facilitate personalized communication with prospective students and support throughout the conversion process. By combining these three segments of digital promotion, art faculties establish an effective mechanism for attracting and engaging prospective students [8]. Through the integration of these strategies, they can efficiently utilize digital channels to promote their offerings and enhance student recruitment. This is particularly critical in the current digital era, where an online presence is a prerequisite for success in a highly competitive educational environment [9].

Social media has become an indispensable tool for promoting art faculties in today's digital era. Moreover, their interactive social media functionalities—such as Q&A sessions, polls, and audience-engaged live streaming events—enable faculties to build stronger connections with their target audiences and gather real-time feedback [10]. As a strategic promotional channel, social media enables art faculties to expand their reach, build brand identity, foster community engagement, and connect with prospective students in a way that is relevant, engaging, and interactive [11].

Establishing communities of engaged followers and alumni can provide art faculties with sustained benefits. Creating dedicated groups or pages for students, alumni, faculty members, and other stakeholders can further reinforce a sense of belonging and support. Social media has become an indispensable channel for communication and promotion in art faculties. Through the creative and strategic use of these platforms, faculties can engage effectively with their audiences, build a distinctive brand identity, and attract new talent—thereby enhancing their reputation and strengthening their position within the educational landscape.

Through continuous monitoring of analytics across all media promotion channels, universities can gain insights into website traffic, source attribution, and visitor behavior. Such an approach allows them to assess the impact of their digital strategies and adapt them to achieve the best outcomes possible [12], [13].

3.3   Applying artificial intelligence in the promotion of art faculties

Art faculties can leverage artificial intelligence (AI) in various ways to promote their activities, academic programs, and student achievements more effectively and creatively. AI enables precise segmentation of target audiences by analyzing social media data, thereby facilitating the development of promotional campaigns tailored to specific interests—for example, students interested in visual arts, music, design, and

related fields. With the support of generative AI tools —such as ChatGPT and DALL·E—it is possible to automatically generate text, graphic, and video advertisements adapted for various media platforms [14]. AI can also be employed for the automated production of posters, artistic catalogs, and audiovisual materials, as well as for generating video and animation content using a range of AI-based tools.

As part of its efforts to develop a strong digital identity, Metropolitan University Belgrade was among the first universities in Serbia to implement a chatbot on its official website. The chatbot serves as a digital assistant, offering information on academic programs, enrollment periods, and other relevant topics. By employing this tool, the university enhances information accessibility while simultaneously optimizing the workload of administrative staff—particularly during peak promotional periods.

To evaluate the effectiveness of promotional efforts, AI tools are capable of conducting detailed analyses to identify which campaigns yield the most favorable outcomes for the faculty. For example, emotional analysis tools can assess prospective audience responses, enabling the adaptation of each piece of content. AI technologies also enable the creation of virtual tours of art faculties, presenting various departments—such as visual arts, fashion design, painting studios, multimedia laboratories, and similar facilities. Additionally, AI can help implement interactive exhibitions and various performances by creating digital installations that allow the audience to participate in the artistic experience using mobile devices or augmented reality (AR) glasses.

These tools are particularly effective in engaging prospective students, as they can deliver information on academic programs, enrollment periods, exhibitions, and other relevant activities. A major advantage of these tools is the information delivery outside standard working hours, which helps lower administrative expenses for academic institutions. With the help of AI, art faculties can launch virtual ambassadors—digital characters that promote the faculty and student life on social media platforms such as TikTok and Instagram.

3.4 Case studies in best practice and prospects for future development

In recent years, art faculties across the globe have increasingly embraced targeted models of artificial intelligence applications to improve communication with prospective students. Whereas the preceding sections focused on overarching applications of AI in the promotion of educational institutions, case studies from international practice further illustrate the efficiency and range of such methods.

An illustrative example of innovative practice involves the use of gamified virtual tours enhanced by generative AI technologies. [15] describe the development of three-dimensional virtual walkthroughs of an educational institution that integrate user interaction, spatial simulation, and narrative flows, offering prospective students a comprehensive digital experience. Such tools not only present content but also contribute to building an emotional bond between candidates and the faculty's spatial context and identity.

An additional significant advancement lies in the application of predictive analytics for selecting specific audience segments and tailoring promotional strategies accordingly. According to [16], AI models are used by universities to analyze the digital footprints of prospective students, supporting timely and more precise campaign

interventions. Such strategies contribute to greater relevance in communication and lead to improved conversion rates.

In addition, [17] explores the impact of immersive virtual reality (VR) environments in art-oriented educational institutions, emphasizing their potential to engage students' creative capacities. These findings suggest the potential for applying VR technologies not only within the classroom but also in the promotional and motivational phases—by offering prospective students a "creative experience" prior to enrollment.

Significant use cases of generative AI in visual communication include the application of Generative Adversarial Networks (GANs) for the production of tailored visual content, multimedia materials, and interactive presentations [18]. Within this framework, [19] developed algorithms that predict audience preferences in the arts, providing a foundation for the design of promotional messages and the development of faculties' visual identity.

Prospects for future development include the integration of emotional analytics and multimodal content personalization, wherein AI is employed to simultaneously process visual, verbal, and behavioral data. Such an approach facilitates a comprehensive understanding of prospective students' emotional responses to promotional content, allowing for advanced segmentation and real-time dynamic campaign adaptation.

4   Conclusion

Effective media promotion of art faculties requires ongoing engagement and responsiveness to evolving technologies and communication trends. By systematically monitoring outcomes and collecting feedback, faculties can identify best practices and adjust their future media strategies. Successful promotional efforts enable faculties to attract prospective students while also contributing to the broader dissemination of art and culture within society. Investing in the development and implementation of effective media strategies is therefore a necessary step toward achieving the long-term objectives and ensuring the sustained success of art education institutions.

Developing an effective promotional strategy of art faculties entails a holistic approach that integrates strategic planning, innovative content creation, the use of cutting-edge digital tools, and cooperation with relevant stakeholders. Such an approach supports not only the faculty's success but also promotes art and culture as fundamental societal values.

Disclosure of Interests.

The authors have no competing interests to declare that are relevant to the content of this article.

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