

**ECONOMICS**  
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***Serbinovskiy B.Ju., Sheffer A.M. University brand as a complex social and economic system***

University brand of a new type is presented as a complex social and economic system, it is determined its content, analyzed branding of federal, national investigative and innovative universities, formulated conclusions and recommendations directed to the branding improvement that should become the attractive feature of education and innovative system of Russia, to enhance the positions on the world market of education and science services.

Key words: marketing, brand, branding, university, education services, scientific services, service market.

***Southern  
federal university***

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