

MARKETING IN THE FIELD OF EDUCATIONAL SERVICES

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ABSTRACT

This article discusses the objects of marketing in education, special attention is paid to specific features of educational services as the object of marketing. The functions and features of marketing in the market of educational services, as well as elements of the marketing mix, are outlined.

Keywords: marketing, education, educational services, consumers, promotion.

Today, we can state with complete confidence the establishment of market relations in the field of educational services, coupled with increased competition between educational institutions for attracting potential clients.

Marketing in the field of education has its own special specifics. Its objects are not traditional goods that have a material form, but services that are educational in nature [1].

However, marketing in education is, first of all, marketing of educational services.

Educational services are necessary to satisfy personal, group and social needs, that is, the needs of end consumers, employer enterprises, and the state as a whole. At the same time, educational services, like all services in general, are characterized by inseparability, intangibility, inconsistent quality, fragility and lack of ownership. Features of marketing of educational services are recognized [2]:

- state standardization of educational services;
- abandonment of the state monopoly in the field of education;
- transition to paid education.

The subjects of marketing relations in the field of education are [1]:

- educational institutions (universities, colleges, schools, institutes, centers of additional education);
- consumers of educational services (legal entities and individuals);
- public organizations participating in the promotion of educational services (political parties, various associations and other non-profit organizations).

The main consumers of educational products and services are students of educational institutions. They not only receive a specific service, but at the same time form an attitude and opinion about the quality and features of the educational product.

Based on marketing, the demand for educational services is analyzed, the influence of various labor market factors on the results of the activities of educational institutions is studied, and patterns of creating in-demand specialists are discovered.

As a result, for any educational system, regardless of whether it belongs to the public or private sector, it develops its own marketing policy, and functions are formed on its basis (Fig. 1) [3].

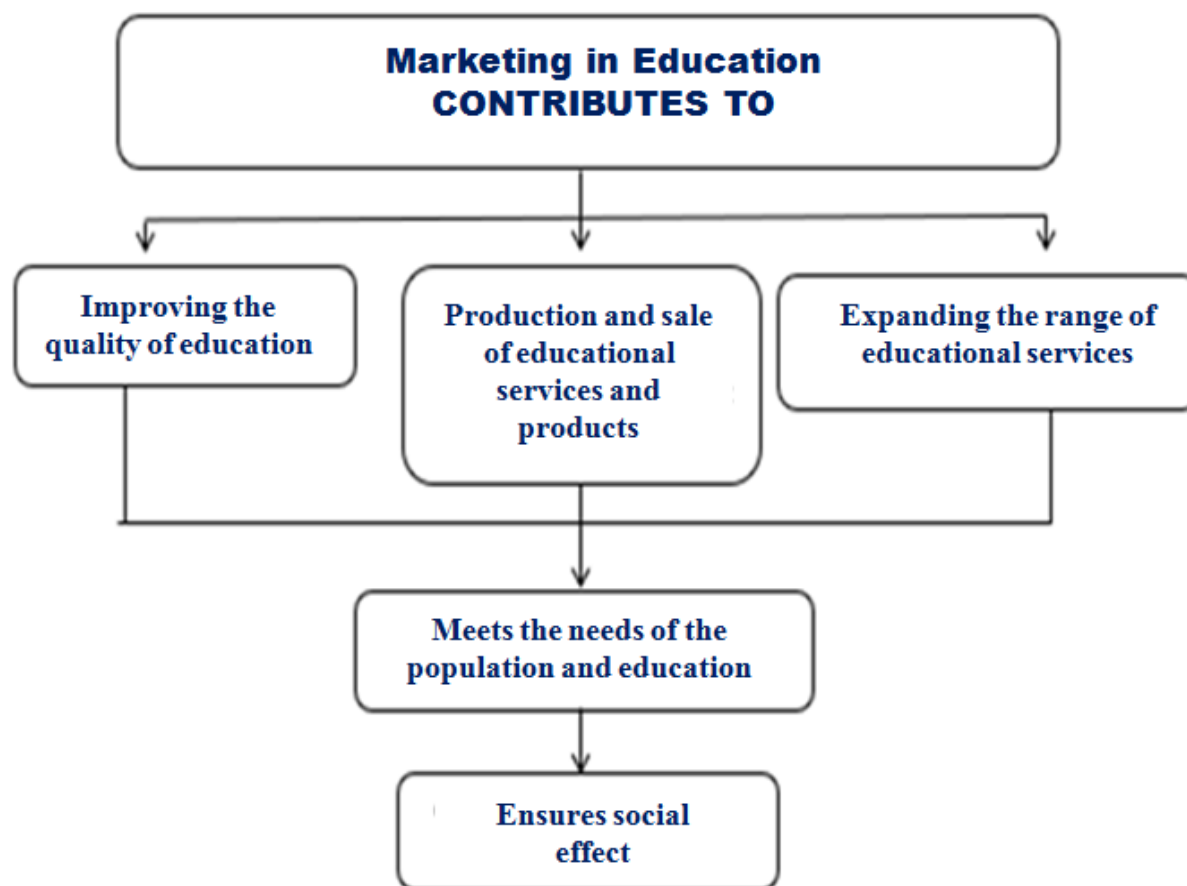


Figure 1. Main functions of marketing educational services

Figure 1 shows that marketing not only helps to expand the range of educational services, the production and sale of relevant educational products that can meet the needs of society, but also improves the quality of education in general. By meeting the educational needs of the population, a positive social effect is achieved.

Educational services are considered to be part of the socio-cultural sphere of society. And this area determines the characteristics of supply and demand as fundamental factors in determining cost [4]:

1. It is essentially impossible to prepare in advance and produce a service in the form in which there is demand for it.

The inseparability of supply and demand establishes the local nature of the services market. For example, Moscow universities are better equipped and staffed than peripheral ones. It is Moscow universities that set the maximum price for education.

2. The process of setting prices is due to their significant social significance. That is why the government of the country subsidizes a number of universities, mostly of which are state-owned. Market instruments for organizing the activities of these universities are not always effective, because of this they try to be closer to the state budget. There is a need to combine paid and free services, while the development of price discrimination in relation to certain consumer groups continues.

3. The educational services sector is characterized by information asymmetry. A consumer who does not have complete information about the quality of the service offered considers its cost as an indicator of quality and reliability.

The nature of the market in which it is located has a significant impact on the process of setting prices for educational services, the choice of pricing policy and marketing strategy of a university.

In Figure 2, we consider the diagram of the educational services market [2].

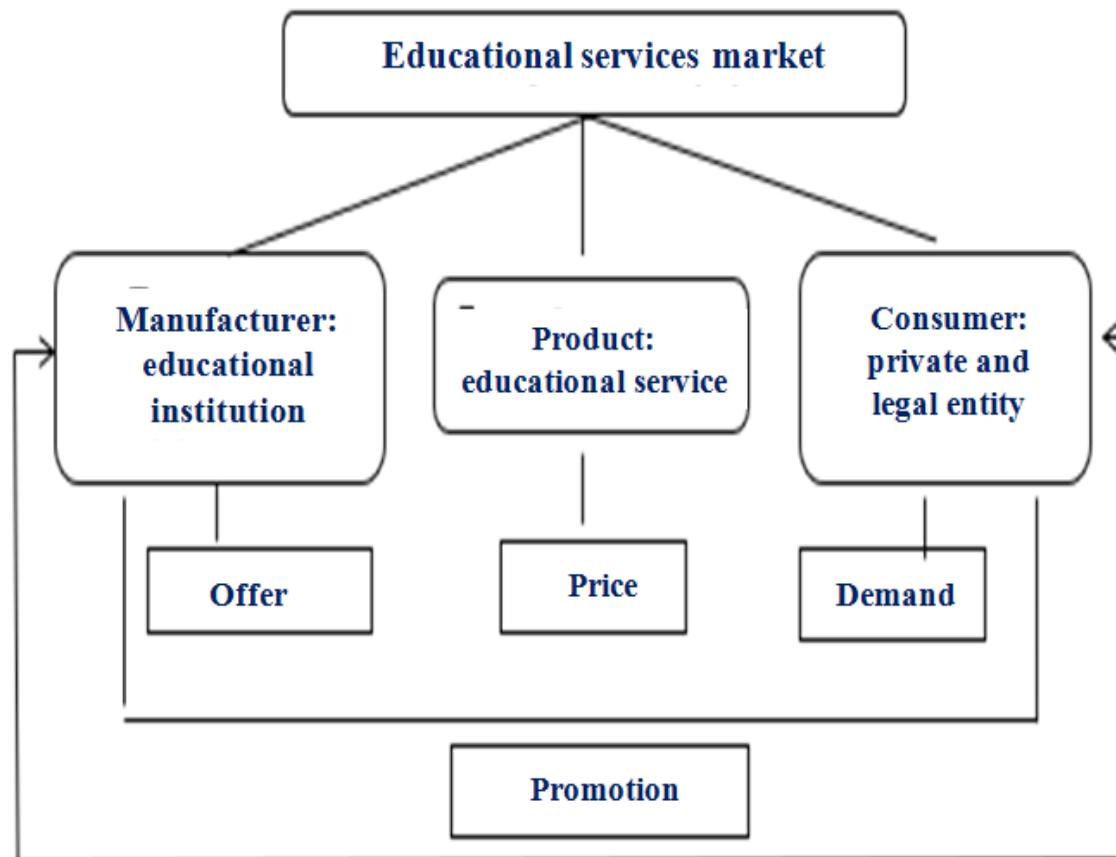


Figure 2. Scheme of the educational services market

Otherwise, the market for educational services can be characterized as all potential consumers (applicants, adults) seeking education (higher, second higher) and ready to interact with institutions.

The main place in the marketing process of educational services belongs to the development of a marketing mix.

The marketing mix, in turn, represents a systematized set of marketing tools with the help of which an organization has a targeted impact on the market and its participants. Otherwise it is also called marketing mix. It is through the use of his tools that the company ensures the production, sales and promotion of its products, thereby making a profit.

Let's consider each element of the marketing mix [4]:

1. The product represents a certain educational program developed by an educational institution to meet the needs for education or professional retraining.
2. Price is a component that forms profit. Consumers of educational services are willing to pay a high price when manufacturers demonstrate additional features of the educational program or additional characteristics in the form of quality of service or qualifications of the organization's personnel.

3. A distribution channel is the path along which services (educational programs) move from producers to consumers. Its task is to ensure movement and change in ownership of education services and products, as well as smooth out the unevenness of their flows.

4. Promotion - this element involves all channels and methods of conveying information that will not only attract the consumer's attention to the product as much as possible, but will most fully form their opinion and even need about it.

5. The person represents the professionalism and qualifications of teachers can be called one of the main factors that influence the competitiveness of an educational service.

6. The physical environment is the environment in which the service is provided, as well as some tangible objects used in the service process.

7. Process is the procedures, sequences of actions and mechanisms that provide educational services.

The process in the long term forms customer loyalty and motivates to purchase the product in the future. This is a good reason to pay special attention to the element, and display all programs for its improvement separately in the process of working on the overall marketing strategy.

Consequently, we can say that today the marketing of educational services is just beginning to actively develop. The state establishes education policy, allocates benefits to state higher educational institutions, lists specialties in demand on the labor market, organizes personnel training and legal protection.

The modern development of the education system, the availability of educational programs and a variety of educational services raises the need to ensure the competitiveness of institutions in the education market. This is the basis for developing a strategy for an educational organization. In the strategy development process, marketing and strategic formation management complement each other.

Essential technologies for marketing education are tools of the marketing mix, including [1]:

- study of the educational market (research of market conditions, consumer demand, competitive environment);
- positioning and segmentation;
- development of an assortment and range of educational services and products;
- pricing;
- mission and brand development
- promotion.

Thus, in conclusion, it is worth concluding that marketing in the field of education is aimed at popularizing and stimulating scientific activity, the formation, promotion and sale of scientific products, as well as the acquisition of a positive social effect.

Ultimately, the main functional purpose of marketing in the field of education and science is to study the market for educational and knowledge-intensive products and services, analyze competing organizations, some scientific and educational programs, as well as market promotion of services and building a system of marketing communications with selected target consumer groups.

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