

MARKETING OF EDUCATIONAL SERVICES

Natalia Babko,

PhD in Economics, Associate Professor,
Kharkiv Petro Vasylenko National Technical University of Agriculture, Ukraine

Svitlana Kuskova,

PhD in Economics, Associate Professor,
Kharkiv Petro Vasylenko National Technical University of Agriculture, Ukraine

Liliya Kharchevnikova,

Kharkiv Petro Vasylenko National Technical University of Agriculture, Ukraine

The modern business environment is characterized by dynamic development. In Ukraine, this integral aspect of today has its own specifics, which is associated with the transitional nature of the domestic economy. In such conditions, when making decisions about the strategy and tactics of market behavior, marketing policy in general, the market entity must rely on constantly updated data on the external environment, analyze them, look for new strategies and tactical approaches. This will allow you to make decisions appropriate to changes in the environment. This conclusion applies equally to all market participants in services, including higher education institutions [1]. The essence of the market of educational services as an object of marketing activities is to provide the population with high quality higher education, meeting the needs of consumers for information and knowledge. Marketing is a complex concept. So far, scientists and practitioners have not developed a consensus on the concept of marketing, its place in management, development, production and sale of goods. However, two aspects are indisputable: marketing is, firstly, the concept of focusing any activity on the consumer and, secondly, the first general management function. Marketing of educational services is a fundamentally new field of marketing, which is in our country at the stage of formation. The subject of marketing in education is a set of general principles of market relations, system of views, strategy and tactics of relations and interactions of consumers, intermediaries and producers of educational services and products in market conditions, free choice of priorities and actions on both sides, exchange of values. These interactions form relationships that lead to the most effective satisfaction of needs: personality – in education; educational institution – in the development and well-being of its employees; firms and other customer organizations – in the growth of human resources; society as a whole – in the expanded reproduction of total intellectual capital. Effective satisfaction of these needs is the target of marketing of educational services, the criterion of its effectiveness in this area [2].

One of the tasks of marketing in the field of higher education is to study the potential needs and values of the consumer, the choice of potential goods (services), the development of regulatory requirements and conditions that ensure the competitiveness of the service or product. Aspects such as needs parameters need to be explored in detail; a set of values needed to meet needs; list of specific goods (services) or their functions; indicators of service quality, their resource intensity, structure of life and reproduction cycles; parameters of potential markets; the influence of environmental parameters (manufacturer of goods or service provider) on the functioning of the system [2; 3]. Marketing of educational services is a tool for forecasting future parameters of functioning and development not only of higher education institutions, but also of the entire education system. The result of forecasting should be the standards of competitiveness of educational technologies, methods of organizing the educational process, etc. This process should be carried out using scientific approaches, methods of systems analysis and operations research, strategic market segmentation. In the conditions of fierce local and global competition for the consumer, for a place in the market, including in the market of higher education, the main thing is to improve the quality of marketing and planning based on forecasting the market infrastructure. The main functions of marketing of educational services are market segmentation, service positioning, choice of channels and methods of service provision, organization of advertising, quality promotion and personalization of educational service provision. The functions of marketing also include the motivation to prioritize the interests of the consumer over the interests of the manufacturer or service provider.

The market of educational services, from the point of view of marketing, is a complex multilevel and multifactorial system that provides the population with quality educational services, satisfies people's need for information, general and professional knowledge, skills and abilities. It should be noted that today the competition between state and non-state educational institutions and their branches, as well as between classical and distance learning [3; 5].

Implementation of the marketing strategy of a higher education institution involves the presence of a marketing program of its activities: marketing analysis, synthesis, planning, management, organization, control and regulation of marketing activities. Successful implementation of the marketing program increases the quality of knowledge, skills, and abilities of students, indicators of their personal development, the level of professional competence of teachers and the competitiveness of the educational institution as a whole.

The main stages of development and implementation of marketing policy of higher education are [6]:

- conducting marketing research to determine the level of competitiveness of educational services provided and the development of strategic measures to increase their competitiveness in the future;
- development of a strategy for a higher education institution, which should include the ideology of innovative technical policy;
- conducting research and development work to create competitive educational services;
- organizational and technological preparation for the production of new educational services;
- production and implementation of new educational services by the institution of higher education, etc.

Implementation of marketing strategies in the market of educational services by higher education institutions (use of new educational technologies, implementation of innovative educational programs, multilevel training, training of specialists for employers, improving the quality of educational services, etc.) strengthens their competitiveness, strengthens their leading position in this market, as well as contributes to the development of the market itself through its differentiation and the allocation of new segments.

Stages of implementation of marketing strategy in the market of educational services [5; 6]:

- segmentation of the market of educational services, forecasting the competitiveness of educational services and higher education institutions; formation of its strategy in the regional market;
- conducting research in the field of finding new options for educational services that will increase their competitiveness; development of new technologies in education, development of design and regulatory documentation of a new educational service, as well as educational standards;
- production of services through the development and implementation of organizational programs and projects for the development of new educational technology; examination of standards; calculation of norms and standards; providing the necessary material, technical and information resources;
- creation of educational content; working out and improving channels and technologies of access to educational content and information resources; development of work plans for the implementation of the educational standard; staff formation; installation of training equipment;
- material and technical support of the educational process; conducting educational and upbringing work; organization of control over the learning process and its timely adjustment;
- conducting current and final certification, participation of students in competitions of research works, tracking of their competitiveness in the labor market;
- performance of works on audit and maintenance, repair or modification of the equipment; assessment of information resources and educational content, its improvement, certification of personnel and other organizational measures.

The innovative development of higher education institutions is provided by the following marketing processes [4]:

- activities related to the collection and analysis of information about the needs of consumers (applicants, employers);
- development and updating of the marketing strategy of the higher education institution;

- implementation of internal marketing of personnel (formation of loyalty and staff commitment) as a tool for retaining highly qualified staff and their intellectual capital within the institution of higher education;
- positioning of higher education institution (choice of strategic position in the market);
- creation of goodwill as a monetary definition of the reputation of a higher education institution.

Within the proposed model of marketing activities can be used such strategic elements of marketing as: brand, relationship marketing, internal marketing. Internal marketing of higher education, as one of the strategic areas, involves consideration of the internal market of educational institutions, which includes corporate culture, system, procedures, structures existing within the enterprise, staff whose knowledge and skills, support and loyalty are necessary for marketing strategies. Today, for the successful promotion of a higher education institution, it is necessary to develop a comprehensive system of integrated marketing communications, to combine communication resources of different promotion technologies. From the point of view of higher education promotion, the following elements of marketing communications are the most important: advertising, public relations, special events, direct marketing, exhibition activities, electronic corporate communications, branding, corporate culture and corporate style, informal communications. Advertising is the most traditional and understandable, especially for the administration and the target audience, the promotion channel. It should be noted that today advertising is losing its relevance and effectiveness, giving way to other ways of promotion.

Traditional advertising, which includes printed products, sound and outdoor advertising, is a necessary condition for a higher education institution, but not quite sufficient. Traditional advertising ensures the presence of the object of promotion in the advertising and information field, but it is not a factor that determines the choice of the target audience. This is only the first step in terms of promotion. As for the target audiences, they are looking for information in specialized and general directories in search of a higher education institution, so information about the higher education institution should be present there. Outdoor advertising attracts attention, informs about the presence of a higher education institution, it is mostly impersonal. The most effective today is the personal nature of the appeal, so the action becomes relevant with a clear focus on the target audience. In other words, much more important are not traditional forms of advertising, and the organization of various promotional activities, which are focused on communication with the target audience [3].

Public relations is one of the key areas of activity within the system of integrated marketing communications of higher education, as their task is to build a harmonious bilateral dialogue with society as a whole and directly with the target audiences of higher education. One of the main tasks of public relations is to form a positive public opinion about the institution of higher education; control of the information field around the positioning object. There are several such facilities in higher education institutions: the higher education institution itself, its educational services and key figures. Public relations helps to establish positive relationships with target audiences, which in turn serve as a base and resource for the use of other communication technologies. It is very important to gain the trust of the audience; if it is formed, then a positive information field is formed around the object, in which case the level of trust in other means of promotion increases [5].

Special events are also one of the main elements of marketing communications. The peculiarity of this type of marketing technology is that the promotion is carried out through the organization of a certain event, event. The emphasis is on emotional means, the atmosphere of promotion is very correct, without the use of direct advertising appeals. When target audiences become participants in bright events, the information is remembered at the level of emotions. When organizing such events, it is very important to leave a positive emotional mark in the minds of the target audience. Higher education institutions have a number of traditional events that are embedded in corporate life and are expected by different target groups. These include, for example, Knowledge Day, Student Dedication Day, Student Day, Diploma Award, and more. You can expand the list of such events, using the profile of the institution of higher education, faculty, specialty, as part of this to hold professional competitions, competitions, etc. Special events of higher education institutions are sources of positive

information, but it is necessary to remember about the promotion of the events themselves, purposefully advertise, and generate interest in them.

Direct marketing is also one of the methods of promoting and selling educational services. In this kind of market, interpersonal communication and the degree of trust in the source of information are important. If the representative of the target audience trusts the source of information, the service will be sold, so it is necessary to specially prepare employees of higher education institutions (especially for employees of the admissions committee, marketing department) to address the target audience, it is even possible to create advertising support groups. staff and students. As a result, we get an internal audience that wants to share with loved ones how wonderful in all respects is the institution in which they study, and this increases confidence in the source of information. When using direct marketing in the field of higher education, it is important to place precise emphasis, not forgetting that educational services are also a social sphere. Direct marketing is a targeted communication and should be organized as an interaction between a higher education institution and an individual. To implement such interaction use: personal sales, which give an effective result in the personal interaction of an employee of a higher education institution with representatives of the target audience; direct mail, which uses personal e-mail addresses to send advertising information messages to higher education institutions. It is also possible to organize cross-promotions of educational services in the institution of higher education, for example, to promote additional education services [5].

Exhibition activity has become a common tool today, which promotes the institution of higher education. The advantage of the exhibition is a successful combination of exposure, personal contacts, sales promotion, as well as a wide coverage of target groups. The exhibition allows a higher education institution to maintain its image both for the general public and for the target audience. It has the public at its disposal, thus giving the opportunity to interest new consumers, and also provides a wide corporate message to the masses of people at the same time in combination with the possibilities of personal communication. Specialists of the higher education institution, thanks to the exhibition, have the opportunity to build the entire system of personal sales, starting with the process of identifying promising customers, collecting information about the target audience, competitors, the level of demand for the specialty, etc. It is important to note that it is at the exhibition that the work is done with an interested audience. When organizing the promotion of educational services, it is important to remember that the ideology, morals, worldview of today's youth have undergone significant changes. With the desire to educate generations of talented, creative, educated, active, enterprising, spiritually developed people, we must first realize how ready the educational institution is to provide, taking into account modern requirements, quality educational services that can meet the needs of the target audience.

Thus, it is necessary to form and implement an effective marketing strategy of the higher education institution, within which special attention should be paid to: increasing the visibility of higher education institutions in the domestic and foreign markets; monitoring consumer behavior and understanding of local culture, mentality; strengthening relations with partners and forming strategic alliances with enterprises of the real sector of the economy; development of relations with staff.

References

1. Batiuk, L.A., Kviatko T.M., Babko N.M. (2018). Transnacionalizaciya nacionalnyx ekonomichnyx system v umovax globalizaciyi. Visnyk Xarkivskogo nacionalnogo texnichnogo universytetu silskogo gospodarstva: Ekonomichni nauky. Vol. 200, pp. 95-103.
2. Babko, N.M., Mandych, O.V., Kvyatko, T.M. (2019). Formuvannya profesijnyx metodychnyx umin studentiv za napryamom pidgotovky «Marketyng». Gumanitarnyj korpus: [zbirnyk naukovyx statej z aktualnyx problem filosofiyi, kulturologiyi, psyxologiyi, pedagogiky ta istoriyi]. Vinnycya: TOV «IVORY». Vol. 30, pp. 7-9.
3. Zhehus, O.V. (2017). Rynok posluh vyshchoi osvity yak osnova marketynhovoï diialnosti vyshchoho navchalnogo zakladu. Ekonomichna stratehiia i perspektyvy rozvytku sfery torhivli ta posluh, Vol. 1 (25), pp. 269–281, [Online], available at: <http://elib.hduht.edu.ua/jspui/handle/123456789/1820>

4. Lialiuk, A. (2018). Osoblyvosti vykorystannia stratehichnoho marketynhu vyshchymy navchalnymy zakladamy, Ekonomichni chasopys Skhidnoievropeiskoho natsionalnoho universytetu imeni Lesi Ukrainky. Rozdil III. Ekonomika ta upravlinnia pidpriemstvamy, Vol. 4, pp. 70–78.

5. Pavlenko, O. (2019). Marketynh u sferi vyshchoi osvity v XXI stolitti: evoliutsiia chy revoliutsiia?, [Online], available at: http://www.ir.kneu.edu.ua/bitstream/handle/2018/31136/IP_19_46.pdf?sequence=1&isAllowed=y

6. Snisarchuk, I.V. (2019). Zakonomirnosti upravlinnia marketynhovym potentsialom zakladiv vyshchoi osvity. Ekonomika, upravlinnia ta administruvannia, (3(89)), pp. 87–93.