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EDUCATIONAL MARKETING IN A SYSTEM OF UNIVERSITY MANAGEMENT

Becoming of market relationships in the sphere of higher education, realization of principles of academic, financial, organizational and personnel autonomy of universities, competition between universities for bringing in of future students – these and other arguments determine the necessity of marketing approaches to university management.

The first theoretical concept of educational marketing was suggested by W. Zahers and F. Haberlin in 1980. The authors differentiated: first, marketing educational activity of universities as part of marketing services – for the purpose of selling educational services and improving the educational climate in educational institutions, and secondly, education as marketing instrument – use of modern teaching technologies in order to attract or retain customers. In fact, the marketing activity of the university is much broader than this understanding. It is necessary to analyze marketing in higher education, which, in terms of its content, includes educational, industrial and procurement marketing, each of which has its own extensive system of forms and methods.

The educational marketing directs activity of university to the careful study of educational market and satisfaction of necessities of students as end-user of educational products and services. A recipient of education is independent in his choice, but through marketing it is possible to influence on forming of his necessities and tastes, motivation, behavior and estimation of educational service. Such marketing is sometimes named the *marketing of intake of students* with application of marketing instruments [1]. Some of researchers acknowledge marketing in the sphere of education as the *pedagogical marketing*. They understand under it the complex study of social demand on education: possible degree of demand on those or other knowledge, the necessary level of training of listeners, forms of studies and possibility of their improvement. The purpose of pedagogical marketing is to create the educational establishment adapted to the modern terms [2, p. 8]. But the institutes of higher education put before the educational marketing also the special economic aims such as increase of profit from the sale of educational services and cutback of spending of university due to more rational use of marketing budget.

Realization of idea of the educational marketing depends on features of educational market. Some of scientists interprets it as a market of educational

services and determines the last as a process (activities) of creation of educational product. The expected result is formed simultaneously by two parties – by producer and consumer of educational service, which coordinate their activity, and each of partners is of great value for other. In the process of teaching there are consumption of intellectual potential of producer of educational product (of teacher) and at the same time production of intellectual potential of consumer of educational product (of student): forming of cognitive interest and various abilities for labor, increase of qualification and professional skills, development of personality of students. In such case the educational marketing must be defined as the marketing of partner relations.

Other researchers consider that universities operate at the market of educational products and offer to recipients of education:

1) Knowledge, skills, experience of students, created during the consumption of educational service in form lectures, seminars and other like it;

2) Competences that allow to student to realize successful professional activity in different spheres;

3) Educational commodities in form of textbooks, methodical materials, monographs, research and information products (data bases, reference and information systems, informatively thematic modules) which have typical descriptions of ordinary commodity [3; 4];

4) General and professional educational programs which are developed by the university for satisfaction a requirement in education and for achievement of certain social effect. Electing the certain university, a student, in essence, elects the curriculum. The increase of level of education or qualification, what student hopes to get as a result of its mastering, is the measure of quality of the educational program. That is why the programs of certain universities are more success, than other programs [5];

5) Humanitarian product as the graduating students and teachers of new generation [6, p. 25].

Taking into account such complication of educational suggestion, universities come running to the use of a few types of marketing [2, p. 9].

Marketing of educational services is realization of complex of measures in an educational process, directed on forming the different professional qualities of recipients of education in accordance with the aims of education.

Marketing of educational commodities is realization of measures from advancement to the market of products of professional activity of teachers and workers of educational establishments, which can be used independently or in an educational process (educational programs, train aids, didactics materials, and others like that).

Marketing of personality is advancement of achievements and personality business qualities of the best teachers, educators and guidance of educational institute.

Marketing of university is forming of popularity of university depending on successes of educational activity and perspectives of pedagogical approaches, business connections with other educational institutes and social partners, which are instrumental in growth of authority of university.

Marketing of industry is forming for the students of understanding of prestige of specialization of knowledge exactly in elected industry of economy, national and world prospects of its development.

Marketing of territories is forming of model of city as an educational and scientific center, with opportunities of employment and satisfaction of various intellectual necessities.

Lately Ukrainian universities ran into the problem of educational migration of the Ukrainian young people for a border. If in 2008 18 thousands of young Ukrainians got education in Europe, in 2013 them there were already almost 29 thousands. It is necessary to use the *international educational marketing*.

Marketing of export of educational services and products means that the university activates their educational and scientific contacts abroad, resorting to the collaboration with foreign mediators and agents for advancement of the educational services on the markets of other states. On the stage of indirect export the university develops educational services as commodities for an internal market and entrusts to commercial firms in other countries, which are specialized on the grant of educational services, the doing international operations. By such method there is «testing» of foreign markets of educational services for the subsequent selection of most attractive and most profitable educational services. On the stage of direct export the university creates the special subsections, accountable for a sale and expansion on foreign educational markets, gives consideration to the foreign buyers, although domestic standards yet remain as base. On the stage of transnationalization the university creates the branches, subsections, educational establishments and others like that abroad. It is the greatest level of penetration to the foreign markets of educational services and influence on them. In activity of universities, which spreads on a few countries of the world, we can see the basic signs of marketing of transnational company.

Marketing of import is the special form of international educational market. Its purposes are providing of effective purchases of educational commodities and services and protection of internal market from penetration of foreign subjects of educational activity. For Ukraine this is important especially: in the conditions of the expansion of sphere of requiring payment education the Ukrainian universities became attractive for foreign providers of transnational education. The perceptible barriers of entrance of foreign universities to the Ukrainian market of educational services are absent; according to rules of WTO the state – members must not create artificial

barriers to the reception (to the import) on their territory of commodities and services, including educational. There is not state strategy of forming and development of large national universities, which would make a competition at the internal market for the foreign providers of educational services.

The development of marketing relationships requires the changes in university management, in particular creation of the special marketing subsection and inculcation of position of vice-president of university responsible for marketing.

References

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