

THE CONCEPT AND FEATURES OF MARKETING IN EDUCATION

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ABSTRACT

In the article there are considered the problems arising in modern educational institutions, it is associated with the changes in the economic life of the country, the concept of "social marketing" and peculiarities of the marketing of educational services.

Keywords: Educational service, social marketing, educational product, market segmentation, consumer of educational services.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

The term "marketing" for a long time has become familiar to professionals and the public. Any organization (commercial banks, trading companies) may announce the need for a marketing specialist. However, advertisements posted by social service organizations working in the field of advertising are few. According to researchers, such organizations are mostly non-profit organizations whose main role is not to make a profit, but to achieve a certain social effect. The work of non-governmental organizations, including higher education institutions, are based on tradition and stable government funding. For this reason, they accept the concept of marketing and therefore, gradually come to the conclusion about the use of marketing principles in the process. Nevertheless, not a single modern business, taking into account the changes occurring in the external environment, success cannot develop.

Changes affect all aspects of human life in the economic life of the country. Modern conditions, the socio-economic status of the country has a direct impact on the development of civilization, including its contribution to the development of science and education. Socio-economic processes are considered as one of the leading factors of higher professional education and play a special role.

Today, higher vocational education, on the one hand, involves financing, improving professional skills, ensuring adequacy of programs, employment of graduates, and the other use of technology to create and disseminate new knowledge in higher education the new horizons are being opened continuously. Gradually, the concept of "free higher education" and the demands of educational services consumers are changing. The modern education system offers not only the needs of the audience at different levels, but also the forms and methods of paid education for different levels of income.

At the same time, a number of state and non-state educational institutions, on the one hand, and a sharp decline in demand for services, on the other hand, represent a radically more complex market situation. In this regard, educational institutions create new tasks and how to solve them before updating and changing.

The peculiarity of the activities of social services organizations puts a mark on marketing, so things like "social marketing" appear.

The term “social marketing” first appeared in the scientific literature in 1971, the main goal of a social idea or program aimed at achieving a specific target group in the field of planning, implementation and control. Principles of technology marketing and target audience, the impact of a process that will benefit the society and its individual members. Social marketing and ordinary operations are based on the principles of commercial marketing, in particular, the theory of exchange, competition, consumer segmentation, relationships and service-orientedness.

Marketing is not only a philosophy, a way of thinking and a direction of economic thought, but also some firms, companies, network activities and the whole economy of operation.

Using a term of education marketing meaning using an education as a tool of marketing. Use education as a marketing tool for learning and a deep understanding of marketing. Education Marketing education is based on market theory. The theory of education is the education market as one of the total number of goods and services sold on the market, and, therefore, how to trade freely in the market value of the network.

The market orientation of the educational institution includes the following installation and solutions in relation to its activities:

- only education services are provided, taking into account the time required for educational services provided by the market. Accordingly, the capacity of the educational institution and the entire work system are being rebuilt;
- The range of educational services is widely and rapidly updated taking into account the needs of the society and scientific and technical progress. Accordingly, the processes and technologies of educational services can be flexible and processed;
- Costs for educational services are generated on the market, and competitors are operating on the basis of decisive demand;
- active communication activity is focused on target groups of consumers of educational services;
- Scientific and pedagogical researches are carried out in the field of institute and in the field of research and education services market forecasting;
- Marketing department is formed in the organizational structure of the educational institution.

Education marketing is a marketplace where consumers and philosophers, strategies and tactics of relationships and relationships between producers and suppliers of educational services and products, free choice of priorities and actions of both parties. Targeted result of marketing activity is to ensure profitability through the most productive satisfaction of needs: personality - education, development and welfare of educational institutions, increase of firms' personnel capacity, and expansion of the society and intellectual potential¹.

Depending on the structure and structure, the actual tasks that it performs provide three conditional levels of marketing in educational institutions:

- The highest level of marketing activity;
- Intermediate level involving the use of specific components of marketing activities;
- The lowest level involved in using individual elements of marketing activities.

The essence of marketing is that the marketing of education services is determined by the long-term interests of all subjects of the educational services market, and the ability to build relationships with the public in general in the field of education and management, as well as intellectual potential.

The marketing function of the training services includes the analysis of the structure of marketing and the need to forecast the peculiarities of the educational services market, identify and modernize promising educational services. Education services marketing should provide the development of their employees in solving marketing problems in the field of education.

On the other hand, socially responsible approach should be reflected not only in the marketing component, but also in the policy of educational institutions. Establishment of education for the correct and promising performance of the "marketing-education" system is based on the principles of social justice and the development of a high-quality service, not to attract potential candidates must be based on the desire to produce.

However, this does not mean that education marketing should not lose its commercial function. Developed concepts and tools are not shameful to the income of a certain educational institution. After all, a large number of internal needs can be accomplished with the proper allocation of additional earnings, equipment, software purchase, improvement of educational conditions and increase of salaries of professors and teachers . In addition, such modernization can serve as a real incentive to increase the professionalism of the profession, which in turn increases the supply of labor force in the labor market, resulting in competition and quality.

Educational institutions, whether public or private, especially regional, are given to themselves in many ways, so that not only to survive, but also to develop, and may be forced to adhere to the law. So, you have to force marketing to use, but this is not a very small market, but a scientific one.

The results of marketing research are the ones that are used in the selection and implementation of marketing strategies and tactics of the educational institution. At the same time, there may be problems such as lack of critical information (such as education services market information is closed), which negatively affects marketing research capabilities.

Nevertheless, education institutions are forced to develop and implement survival strategies in an internally unstable domestic market, and, to a greater extent, they become an important element of the marketing school's life. In summary, when introducing a marketing concept into an educational institution, they are transformed into two interconnected elements of the same system. According to the system's law, each element can affect others. Thus, it should summarize all of the aforementioned and must have an educational institution that has the greatest impact on the system's functioning, that is, it should adapt marketing to educational ideology, its main purpose is to disseminate information and the idea of educating the people. If we develop this system in accordance with this principle, it will lead to the rejection of many of the arguments reported by scientific, strategic thinking marketing competitors who put the highest goals first. In particular, by seeing it merely into a commercial market.

The legitimacy of a systematic approach to education management demonstrates the existence of the key structural features of the industry, such as the overall goals, the training of highly qualified professionals and the development of new knowledge.

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