

THEME: IMPROVING THE ACTIVITIES OF EXTRA-BUDGETARY FUNDS IN THE MANAGEMENT OF GENERAL SECONDARY SCHOOLS

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ABSTRACT

If there is not effective management (marketing) in the education system, the task of planning, organizing, teaching, educating, nurturing, and controlling cannot be effectively accomplished. For management of the system to be effective, such a diversity of interests of all participants in the educational process - students, faculty, teaching staff and administrators, and others, naturally requires the selection of appropriate principles for their management.

Keywords: Marketing of educational services, extra-budgetary funding, advertising, extended day groups, pre-school group, paid clubs on interests, extra educating groups, sponsorship, rent of building , loans, grants.