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## Management of Marketing Activities in the Ducational System

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**ABSTRACT**

The article deals with the principles of marketing activity and its organization, methods of studying the demand and supply of specialists, the conditions for the organization of the specialist market, the use of marketing services in educational institutions and programs for its development, the formation of the image of an educational institution, the organizational and psychological possibilities of advertising in the organization of educational services. the word goes.

**Keywords:**

Marketing, specialist market, image formation

According to Peter Drucker, another leading expert in modern management: "The purpose of marketing is to eliminate supply constraints. Its purpose is to understand and understand the customer so well that the product or service is absolutely suitable for the customer and makes the sale for him.

There are more than 1000 definitions of marketing on earth. "Educational services marketing is a management process, which involves predicting and satisfying the needs of consumers and envisages the development of an educational institution in such a way that profits can be achieved to ensure sustainable development." This definition makes it possible to understand what processes marketing includes and what goals it pursues.

It is better to start studying the essence of marketing of educational services from its constituent elements: subjects and objects of educational services. According to the rule, according to the subjects of marketing of educational services:

- ✚ educational institutions,

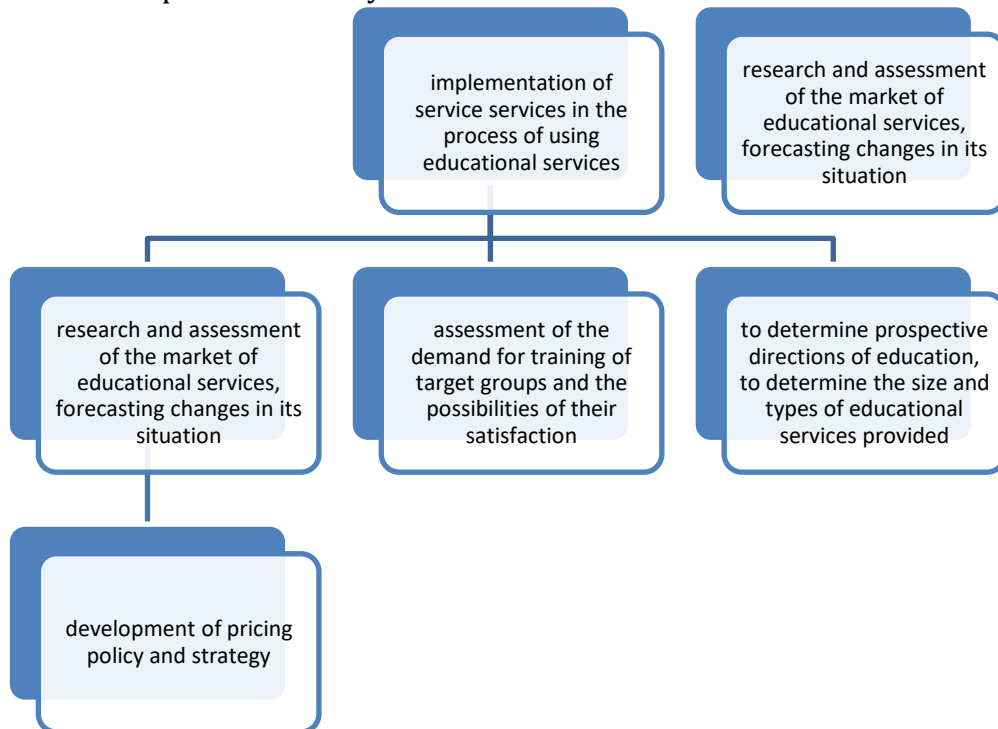
- ✚ service consumers,
- ✚ organizations and structures that carry out the activities of promotion of educational services in the market are introduced.

In the case we are studying, the professional educational institution (educational institution) itself is considered as an educational institution, and its consumers can be both legal entities and natural persons. In addition, it can only be said that the final consumers (object) of the marketing of the educational institution's services are mainly representatives of the older population. Therefore, adults, as final consumers, have a significant influence on the choice of funding sources, forms, place, and time of education.

Marketing relations for educational services, its programs and other types of services are formed around the interests of adults who act as consumers of educational courses.

From the point of view of practical marketing, the following can be included

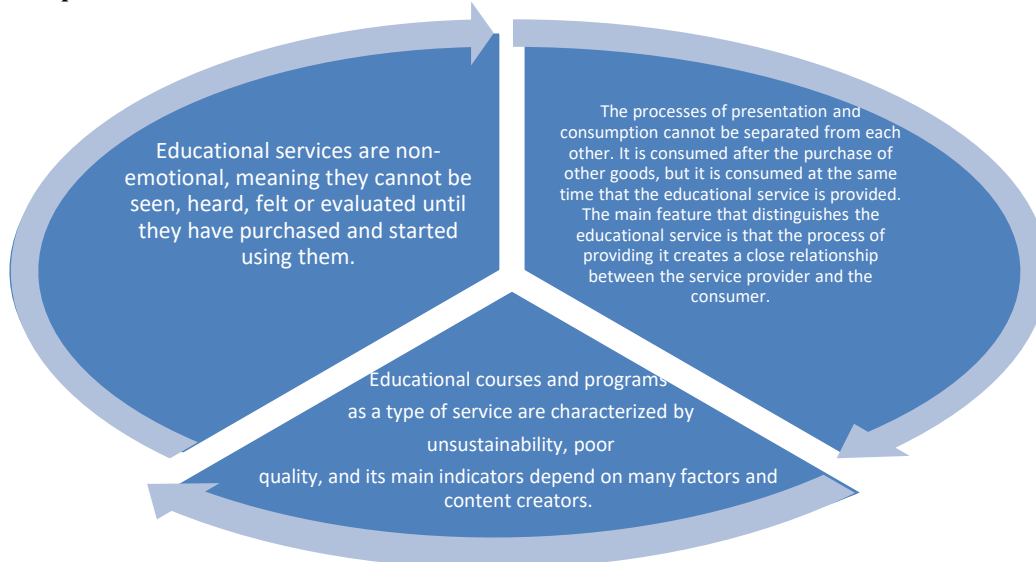
among the main tasks of marketing of educational institution: (Picture-1)  
 educational services performed by an



**Picture-1. The main tasks of educational services marketing performed by the educational institution.**

In order to have a clearer idea of the uniqueness of educational services, it is necessary to consider the special and important aspects of teaching as a type of service. For example, let's take a look at some

of the main specific aspects of the activity of an educational institution that must be taken into account when organizing a marketing service. (Picture-2)



**Picture-2. Aspects of the educational service in the organization of the marketing service of the educational institution.**

In fact, educational services are one of the directions that are being widely and rapidly improved within the framework of the

development of the service sector in the era of globalization. In the post-industrial stage of socio-economic development, the importance

of intangible factors of increasing production efficiency is increasing. This post-industrial society, in particular, is reflected in the significant contribution of educational services to the dynamic development of economic sectors. In societies that provide high efficiency through the use of information supply, information exchange, information processing, and information technologies, the desire for modernity and speed of educational services, improvement of the composition of its consumers is increasing day by day, and competitive relations in the field are intensifying. In such conditions, the need for further improvement of marketing of educational services increases.

The most important thing is that the development of educational services is becoming more dynamic compared to the pace of development of the real sector of the economy, covering the whole society. As the range of educational services expands, its types increase, and quality indicators improve, research, theoretical and scientific-methodical approaches to this field are also developing.

The marketing strategy in professional education training also requires adaptation to the quadrilateral system, which consists of the four main elements of marketing: product, price, place and advertising.

In other words, the analysis and synthesis of local and global conditions should be carried out at the stage of globalization and the acceleration of information exchange in educational marketing. In particular, it is necessary to provide the educational service urgently, on time, at a place and at a price convenient for the consumer, to acquire an international character of the educational service, and to provide its modern forms and methods under reasonable conditions.

In conclusion, the availability of information about the educational market in which the educational center operates allows the employees of the educational institution to evaluate educational services, to predict and monitor the changes occurring in it, in order to make clear and adequate marketing decisions. The information obtained during the market research allows to determine the target groups

of potential customers, to correctly assess their professional and personal growth needs, and, in turn, on this basis, the prospective directions of education, the volume, content and types of educational services recommended to customers are determined.

How to use the main information about the activity of the educational institution? First, obtaining the necessary information about the market allows the administration of the educational institution to clearly see and imagine the situation, to correctly formulate and implement a marketing strategy for conquering the market and potential customers.

Secondly, the information and evidence obtained as a result of market research can be used as a basis for the business plans developed by the Centers, and can create a foundation for the organization of effective management in any educational institution.

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