

УДК 37.014

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MARKETING IN EDUCATION: TODAY AND PROSPECTS

In this article the principles of forming marketing aspects in the educational component of social sphere are disclosed and investigated. The research is based on general scientific and special research methods: scientific observation - for gathering information about the object of study and research; the method of classification - to find out the relationships and patterns of development of educational institutions. The information source for the research is official information, Internet, own analytical calculations. As a result of the study, it was found that in today's conditions the competitive struggle of educational institutions in the Ukrainian educational services market is intensifying, therefore, universities are forced to seek effective methods of countering both internal and external competitive pressures, to focus their efforts on strengthening their own competitive advantages. One of the conditions of confrontation in such competition for universities is the establishment and development of an effective system of marketing educational services. Some provisions set forth in the scientific research allow to expand the scientific basis of marketing aspects in the components of the social sphere and can be used by educational institutions in the future.

Key words: education, social sphere, marketing, marketing communications, educational institution, educational service, marketing policy, development tendencies, contingent, educational marketing, marketing relations, marketing activity

МАРКЕТИНГ В ОСВІТІ: СЬОГОДЕННЯ ТА ПЕРСПЕКТИВИ

У статті розкрито та досліджено засади формування маркетингових аспектів у освітній складовій соціальної сфери. Дослідження ґрунтується на загальнонаукових та спеціальних методах дослідження: науковому спостереженні – для збору інформації про об'єкт вивчення та дослідження; методі класифікації – для з'ясування зв'язків і закономірностей розвитку закладів освіти. Інформаційною базою для досліджень стала офіційна інформація, дані мережі Internet, власні аналітичні розрахунки. В результаті дослідження було виявлено, що в сучасних умовах загострюється конкурентна боротьба навчальних закладів на ринку освітніх послуг України, тому ЗВО змушені шукати ефективні методи протидії як внутрішньому, так і зовнішньому конкурентному тиску, спрямовувати зусилля на посилення власних конкурентних переваг. Однією з умов протистояння в такій конкуренції для ЗВО є встановлення та розвиток ефективної системи маркетингу освітніх послуг. Окремі положення викладені в науковому дослідженні дають змогу розширити наукову базу маркетингових аспектів в складових соціальної сфери та можуть бути використані закладами освіти в подальшому.

Ключові слова: освіта, соціальна сфера, маркетинг, маркетингові комунікації, навчальний заклад, освітня послуга, маркетингова політика, тенденції розвитку, контингент, освітній маркетинг, маркетинг відносин, маркетингова діяльність

Formulation of the problem. Education is an important link in the economy, a key factor in its sustainable development, an indirect link between science and production, and at the same time has a significant impact on the development of the economy and other spheres of life. The development of this component of the social sphere is impossible without the creation of favorable conditions. Qualitative education provides effective training for the national economy. In these circumstances, marketing of the educational sector can find its use as one of the most effective tools of influence, which is intended to bring the market of educational services in line with the requirements of time.

At the beginning of the school year, hundreds of thousands of students come to classrooms in schools and auditoriums of colleges, technical schools, and higher education institutions. If earlier market relations did not affect them, today a significant part of educational services is closely connected with the market as most of the educational institutions operate on a fee basis.

The peculiarity of the post-Soviet states is the idea of "the right for free education" was laid in the minds of citizens. And it should be noted that it has quite firmly captured the masses. But the market with its rigid laws dictates its rules. The development of market relations in Ukraine was conditioned by the fact that the system of education with a free privilege, paid by the state, turned into a product, or rather, an intangible service. In a fairly short period of time, a competitive market has emerged in Ukraine. The supply in that market in recent years has increased significantly and is often larger than the demand.

The future of Ukraine is largely determined by its education system, and the qualification, competence and professionalism of modern teachers are key factors of social development. Therefore, the formation of market relations in the field of educational services is a modern trend in the development of the

education system. Given the fact that the supply of specialties in higher education institutions is several times higher than demand, and the number of graduates of secondary schools is decreasing each year, the introduction of marketing into the education system is becoming more widespread.

Analysis of recent research and publications. Significant contribution to the development of marketing of educational services was made by I. Balabanov, I. Blank, A. Groppeli, E. Nikkach, A. Poddierogin, K. Walsh, A. Chupis and others.

The problems of education from different points of view in their writings were given by such domestic experts as: T. Bogolib, Ya. Bolyubash, V. Voronkov, N. Verkhoglyadova, V. Voznyuk, G. Dmitrenko, V. Zhuravsky, S. Kalambet, V. Kremen, V. Kryzhno, O. Marmaz, S. Nikolayenko, I. Novikov, M. Stepko, T. Obolenskaya, G. Pedchenko, V. Pozhuev, T. Reshetilova, S. Salyga, A. Tarkutsiak and others.

The study of educational services is dedicated to the work of foreign scientists, in particular: N. Arkhipova, V. Afanasyeva, N. Bagautdinova, G. Balikhina, V. Belyi, P. Lorange, M. Lukashenko, O. Pankruhin, V. Shapkin and others. However, the issues of marketing educational services to date have not received enough coverage.

Setting objectives. The purpose of the article is the disclosure and improvement of the principles of forming marketing aspects in the educational component of the social sphere.

The main material research. In Ukraine, a powerful base of educational institutions was formed, represented by educational institutions of different hierarchical levels: pre-school, general education, vocational and higher educational establishments. The indicated institutions provide services in a free market environment.

Therefore, every action on the market of educational services must be made with fundamental understanding: what educational idea is the basis and

what desirable parameters and goals should be achieved in order to develop relevant strategies [7].

The main activity of educational institutions is the creation and provision of educational services. Many educational establishments in the absence or inadequate demand for their services first of all see the fault of enterprises and institutions [9].

All of the above is the reason for the misplaced use of marketing tools, the lack of professional marketing professionals in the educational institutions, the lack of many marketing opportunities for better service delivery to their consumers.

The concept of marketing education in the domestic scientific circle appeared a few years ago. Until recently, advertising of educational institutions was irregular, spontaneous, and detailed information about services offered by this institution was only available on the eve of introductory tests. However, even now the marketing of education in some institutions is to attract university entrants, long-term prospects - the implementation of marketing strategy - are ignored.

In any field of activity, the direction of the marketing strategy is determined primarily by the specifics of the product. Educational service covers all aspects of personal development, which involves not only gaining new knowledge and skills, but also the process of education. The quality of educational services depends on the physical and intellectual development of the individual, as well as his ability to adapt in a professional environment.

The main purpose of education marketing is to hold the balance between the needs of consumers (students) and customers (employers). The capabilities of graduates must be consistent with the requirements of employers and, undoubtedly, be adequately paid.

In the function of educational institutions, in terms of marketing, is the formation of a supply, the provision of services and promotion of both

educational and related services on the market. However, the educational services market itself has a number of unresolved issues that are reflected in the quality of the services provided. The main consumers of educational services are children, entrants and their parents who choose an educational institution depending on a number of conditions and parameters. Hence, education should be affordable and qualitative. But in 2016, only 55% of children had access to preschool education, and in half of kindergartens the number of children exceeded the number of places. Although pre-school education in our country is compulsory, and the number of pre-school establishments from 2006 to 2013 is gradually increasing, this does not mean that it is a guarantee of the quality of education.

Under the influence of complex socio-economic trends of the state's development, the sphere of education has undergone changes in space, time and structure. The reason for such changes is an unfavorable demographic situation and certain socio-economic factors. Since 2001, in education there has been a tendency towards a decrease in the number of general educational institutions. So, in 2016/17 the number of general educational institutions decreased by 23.9% as compared to 2000/01. Along with the tendency to reduce the number of institutions of secondary education, today there is an abundance of small-scale schools in Ukraine. About 500 schools have fewer than 10 pupils in each of them, which is the reason for inefficient use of marketing technologies in education and leads to inefficient use of budget funds.

The reason for the decline of educational institutions was the reduction of the student contingent. So, in 2016/17 the number of students decreased by 42% as compared to 2000/01. Accordingly, the number of graduates and teachers of secondary schools is decreasing. This situation is the basis of the formation of a modern state of higher education. The number of universities grew from 2000 to 2009, and only after this period began to decrease, which is also accompanied by a decrease in the number of applicants.

The contingent of students in 2000-2017 in higher educational institutions of I-II levels of accreditation decreased by 37.7%, in contrast to the contingent of university students of III-IV accreditation levels, which grew by 22.87%. These changes can be explained by an increase in the number of students studying in state institutions of higher education, but at the expense of individuals and legal entities or in non-state institutions of higher learning. However, with higher availability of higher education, we lose its quality.

The growing needs of the population in obtaining higher education have affected both the expansion of the contingent of students, and also influenced the total output of specialists. There is an imbalance between the structure of training and the needs of the economy in human resources, which overloaded the market with specialists of the same profile (managers, accountants, lawyers) and complicates the employment of graduates. The probability of getting the corresponding work is reduced to a minimum without a certain background and length of service and does not allow to be realized in the professional field.

Accessibility of higher education is increasing. At first glance, Ukraine has an impression of the state with an accessible education system (coefficients of coverage of higher education by 79.5%), but more detailed analysis revealed problems such as the excessive number of privileged categories for admission to higher education [3]. This issue deserves attention because it restricts access to higher education for talented young people who have not fallen into the category of beneficiaries. The problem is also exacerbated by the fact that some of the privileged persons have the right to enroll in the university outside the competition. There are currently eight such preferential categories. The twofold nature of this issue is not because of the large number of beneficiaries, but because the number of privileged categories is increasing year after year.

The rapid growth of training with higher education contributes to increasing the economic efficiency of production only if the optimal balance of levels and areas of training, as well as compliance with the quality standards of

education. Otherwise, imbalances arise on the labor market, which increases the burden on the budget, as unemployment benefits grow and social tension in society grows.

The specified conditions for the development of the market for educational services have led to serious changes in the field of education: the competition between higher educational establishments continues, requirements and values of consumers have changed. All these factors dictate the necessity of organizing and conducting marketing and promotional activities of educational institutions of different levels of accreditation. Therefore, today the university should work on developing strategy and tactics of marketing and communication activities. A professional and thoughtful approach to the means of promoting educational services to the consumer, the formation of marketing and communication plans, marketing research, and the effective organization of advertising activities are factors and resources for the successful development of an educational institution [2].

Today, educational marketing is developing very intensively and plays a twofold role in the modern economy. This is connected, first of all, with the special significance of education in economic development. Modern technologies provide a high level of quality of life in developed countries and set the upper limit of economic growth, the pace of which, from the experience of new industrialized countries, can be very large. New technologies are available to everyone, but their distribution depends on the system and level of education of the population. Thus, marketing education is associated with the expansion of the idea of education and requires the development of an appropriate strategy [6].

Speaking about the marketing strategy of a higher educational institution, we note that it includes an analysis of opportunities and threats of the market, competitors, strengths and weaknesses and, based on this analysis, formulates its own competitive advantages. The marketing strategy for educational services

should include: specific goals and objectives of the university, a description of its target audiences and consumers, a description of the procedures, competitive advantages of the educational programs of the educational institution with which it goes to the market. These provisions of the marketing strategy for higher education should be developed at an adequate level and be prepared for their practical use in the current activity of the educational institution.

To effectively promote it, it is necessary to use different communication technologies, combining them into a system of thought-out strategically constructed actions. Each communication technology, whether it be advertising or public relations, direct marketing or fairs and exhibitions, has its own peculiarities of influence on consumers. Combining various communication technologies into the system of integrated marketing communications can increase the efficiency of each of them and, of course, overall productivity [4]. The above should be aimed at creating a positive image of the university and thereby bringing it to a new level in the market of educational services.

To do this, it is necessary to determine the ways of conducting the marketing policy of universities, the main of which should be the establishment of public relations. This, first and foremost, is necessary for raising public opinion: an educational institution should strengthen the reality of its local idea and make every effort to ensure that the existence of an educational institution becomes an interesting consumer [5]. All this is possible only with the involvement of qualified specialists and the creation of a division (sub-division) of marketing in higher education to level up modern threats. A characteristic feature of this department can be considered high flexibility in the implementation of marketing research, coupled with a limited staff of employees.

The essence of the marketing of educational services is to maximize accounting and meet the needs of customers: an individual - in education; enterprises and other organizations - in the growth of human resources; society -

in the extended reproduction of the total personal and intellectual potential, on the one hand, and the institutions of education themselves, on the other. The achievement of this goal is ensured by the interaction of all parties [1].

A typical concept for providing educational services should begin by analyzing the demand of potential clients, studying the market of educational services, labor market research, the purpose of developing and developing a program of marketing activities. A prerequisite for the creation of quality educational services is the clear segmentation of the market. No potential customer believes that one carrier of educational services is competent throughout their range.

It is in the system of the target market of education that an integral part is the creation of a clear market profile by segmenting and occupying its position in the corresponding segment. Only then, for educational services, own tools can be developed promptly [8].

Conclusions from the conducted research. Today it is safe to say that higher education institutions, which do not pay enough attention to marketing activities, may soon become in a disadvantageous and uncompetitive position in the market of educational services and, in the end, cease to exist.

Solving these problems will allow the spontaneous development of individual educational institutions to be managed scientifically, will increase their competitiveness in the market of educational services, and thus, at the high quality level, it realizes the tasks of the state policy to meet the educational needs of Ukrainian citizens.

Thus, marketing relations can become the concept that will allow the interests of all participants in the educational sphere to be reconciled, since: the quality of maintenance of educational services will improve; the overall positive perception of the consumers of higher education will increase; stable, positive professional and social relationships will be formed.

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