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MARKETING TOOLS AND METHODS IN THE EDUCATION INDUSTRY

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Abstract. In this article we analyze the need to apply marketing tools to the non-profit sphere - the education sector, define the essence of the marketing mechanism in education. The basic elements of the marketing environment of a state university are considered.

Keywords: marketing, education, marketing of educational services, marketing environment of an educational organization, marketing tools.

The sphere of education is a strategic priority for the development of any society and the state, this sphere provides opportunities for the development of culture, science, technology, social and personal well-being of citizens and the state of the country, the qualitative and quantitative increment of human capital and, as a result, being the industry of the social sphere, occupies the most important place in the system of social production. Today, educational organizations and, above all, higher education institutions, are entering into full-fledged production relations in the educational services market, which requires them to increasingly turn to market tools and methods in their activities. Marketing tools are among the most effective in the competitive market.

Marketing activity and its individual elements in modern conditions are present in schools, higher and secondary educational institutions and other educational organizations. Undoubtedly, with the formation of the education market - the market of educational services, education managers (managers of educational organizations) are primarily focused on the use of tools to promote educational services and maintain competitive positions, for this, in turn, market research is conducted, its segmentation, and positioning of services on promising segments, marketing strategies are developed and improved, marketing plans are built, etc., and, as a result, a search is underway for the most effective educational organization management system. R.B. Galeeva identifies three levels of using the concept of marketing in the management system of an educational organization, depending on the degree of its involvement in marketing: Level I - individu-

al elements of marketing (advertising, pricing based on demand, etc.); Level II - individual types (sets of interrelated methods and tools) of marketing activities (development and production of educational services oriented to market needs (based on the results of a study of demand, market conditions, etc.), etc.); III level - a comprehensive reorientation to marketing as a concept of market management (creating a service (unit, department, system) of marketing, changing the entire management philosophy) [1, p. 51]. The last level of using the concept of marketing in the management system of an educational organization allows us to talk about applying a marketing approach to managing organizations.

The marketing mechanism itself is an integral set of marketing tools, which is aimed at increasing the effectiveness of the functioning of the business entity, its market stability and the maximum satisfaction of the needs of individual consumers and society as a whole.

In recent decades, higher education institutions, in a highly competitive struggle in the education market, increasingly resort to marketing educational services. By marketing educational services, we mean scientifically grounded and focused activities in the management structure, focused on external needs (consumers, employers, etc.), aimed at improving the efficiency of the educational organization in the educational services market.

Thus, the marketing of educational services of an educational organization, in particular a state pedagogical university, is a scientifically based system for managing various types of activities in an educational organization, namely, educational, scientific, educational-industrial, and marketing. This activity: aims to study the market for educational services; provides identification of consumer needs and development of services appropriate to these needs; promotion (implementation) of educational services in the form of educational programs to consumers; getting a positive (ideally - maximum) effect; commercialization of the activities of the educational organization in order to make a profit, increase financial resources in the face of a decrease in budget financing in the field of education.

When applying the marketing approach in the management system of a higher educational institution, a significant issue is the definition of marketing functions in the general management system, which include analytical, organizational, sales, formative functions, as well as the control and management function. So, the analytical function allows you to obtain information for further development and decision-making in the field of management, includes studying the marketing environment of the university, the market for educational services, potential consumers and their needs, competitors, analyzing the structure of the institution and its educational

services, etc. Directly, the organizational function is aimed at organizing the development and implementation of new and/or improving existing educational services, providing them with the necessary material and technical resources, monitoring the quality of education (managing the quality of educational services, competitiveness of an educational institution), etc. In the field of education, the marketing function helps to resolve issues the most effective implementation of educational services, includes pricing, distribution channels (organization of topics of promoting services to consumers), the search for intermediaries, partners, etc. A formative function is aimed at developing an educational institution in the educational services market, which focuses on: generating demand for educational services, developing and implementing communications (advertising, personal contacts, public relations and etc.), branding, etc. Effective achievement of the goals of the educational organization and timely adoption of measures in case of deviation from them is facilitated by the control and management function. It includes: the organization of strategic and operational planning, information support for marketing management, feedback formation, situational analysis, monitoring the implementation of the marketing activities of the educational institution, etc. Thus, the implementation of these functions allows the educational organization to maximize the adaptation of all levels of management to the needs of the educational services market in competition.

The structure of the marketing of educational services differs from production marketing, which is associated with the specifics of the education sector - the most important social sphere of life, the non-profit sphere, which determines the intellectual and cultural condition of society, aimed, from an economic point of view, to increase human capital, which is one of the central conditions and factors of economic growth and development of the country.

The marketing environment of any enterprise is represented by an external macro and microenvironment, as well as the internal environment of an organization. The marketing environment of an educational organization also has a similar division, however, its characteristics take into account the social nature of the education sector and the impact on the educational organization of external at various levels of government (world, Russian Federation, constituent entities of the Russian Federation, municipality). Consider the generalized marketing environment of an educational organization using the example of a state higher education institution. From the point of view of the external macroenvironment, a state university is influenced by all factors and measures that arise at the global

level (for example, world politics in the field of higher education), the level of the Russian Federation (for example, changes in the legislative framework), and the regional level. The external microenvironment of a state university is represented by classical market entities with which an educational organization interacts through the markets of educational services, labor, scientific and technical products and services. These entities include consumers, competitors, suppliers, intermediaries, partners, contact audiences. The internal environment reflects the potential of the educational institution, contributing to the implementation of the marketing strategy of the university. More details about the characteristics of the marketing environment of a state higher education institution can be found in the article [2, p. 28-35].

Today in literature and practice, in addition to the marketing concept of educational organizations, marketing of educational services, the concept of "intelligent marketing" is increasingly found. So, A.A. Khayrets gives the following definition: "intelligent marketing is a marketing management system of a higher educational institution functioning in the modern conditions of the development of the global knowledge economy, oriented towards a comprehensive increase in the competitiveness of a university as the main institution for the formation of the country's intelligentsia" [3, p. 12]. Thus, a feature of intelligent marketing is its use in higher education. However, in the opinion of a number of scientists and researchers, the disadvantage of this direction of the university's marketing is its narrow focus – orientation on the final result of the educational organization's activities, otherwise, getting a ready-made specialist with his professional competencies, without taking into account a number of characteristics, conditions, approaches and provisions that determine the country's economic development trends.

So, the use of marketing tools and methods in the field of education is not only possible, but also desirable and even necessary to increase the efficiency of the educational institution, especially a state university in the conditions of high competition and low contingent of potential consumers today, increasing competitiveness in the educational sphere because of overproduction "of universities in Russia per capita, etc. Thus, the use of a marketing approach in the management of a state pedagogical university, the use of a set of marketing tools in the educational services market allows us to talk about increasing the social effect of an educational institution. Proper application of the methodology of marketing tools allows you to distinguish an educational institution from competitors, attract the required number of students and earn income.

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