

MARKETING IN EDUCATIONAL INSTITUTIONS

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ABSTRACT: This article is devoted to the Problems of marketing in educational institutions. The problem of marketing in the management of the educational process is an urgent problem today. It considers the factors of the internal environment that influence the effective management of the educational structure

KEYWORDS: Management system in Uzbekistan, healthcare management, management of a medical organization.

INTRODUCTION

Let's consider the circle of basic questions of marketing of educational services. First, it is impossible to ignore the fundamental book on this issue. Simple the list of its sections speaks quite eloquently about the problems of marketing educational institutions:

- Implementation of quality service, value creation and customer satisfaction.
- Definition and research of marketing problems.
- Marketing planning process.
- Analysis and adaptation to the environment.
- Determining the resources and course of development of the educational institution.
- Formulating a marketing strategy.
- Assessment and forecasting of the market volume.
- Segmentation, selection of markets and access to them.
- Understanding consumers.
- Development of curricula.
- Setting prices for training programs.
- Delivery of educational programs and services.
- Communication with the market.
- Attracting and retaining students.
- Attraction of financial resources.
- Evaluation of the effectiveness of marketing activities.

A university marketing audit is a set of activities aimed at analyzing and monitoring all areas related to the activities of an educational institution. The possibility of cross-marketing of a consortium of homogeneous universities and remote audit is also considered. At the same time,

it is noted that there are certain risks that can have a powerful impact on monitoring and analysis of its results:

Unwillingness of universities to participate in such events due to lack of transparency and excessive bureaucratization

university management systems, as well as the lack of specialized services;

- concentration of universities mainly on solving internal problems;
- delayed reaction to changes in the external environment;
- poorly developed systems of internal and external communications of the university;

limited access to the necessary information and its incomparability

during the monitoring of various universities;

lack of funds.

more important than low prices, than active (and obsessive) product promotion, than modern technologies (although he himself relies on them). According to proponents and promoters of individual marketing, market changes can change

price and technology, but good relationships can last for life and be passed on to successors. At the same time, we are talking directly about the success of relationships between future generations of entrepreneurs (manufacturers, intermediaries) and customers.

(consumers). Individual marketing has already become the basis of a new style, a new type of management - customer relationship management

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