

SIKORSKA MAŁGORZATA, Higher School of Labour Safety Management
(WSZOP)

TKACHOVA N., PhD, associate prof., NTU «KhPI»

KLIMOV M., PhD student, NTU «KhPI»

FEATURES OF MARKETING IN THE FIELD OF EDUCATIONAL SERVICES

Education today is one of the most dynamically growing promising areas of the economy. Marketing of educational services is a science that studies the market of paid educational services; activities for their distribution and promotion; philosophy of educational business. The use of marketing allows each educational institution to monitor the situation in the labor market and adjust the volume and quality of educational services in accordance with it.

Participants in marketing relations are educational institutions, consumers (individuals, enterprises and organizations, the state), intermediaries, as well as public structures involved in the promotion of educational services in the market.

An important role among the subjects of marketing of educational services is played by the personality of the student himself, since he is the material carrier of educational services, as well as their end consumer.

The main objects of marketing of educational services are goods and services, they can also be institutions, territories and individuals. It can be noted that in most cases, the object of marketing of educational services is any object offered on the market for exchange.

Objects of marketing of educational services actively interact with each other. For students, the location of the educational institution is important, and what opportunities for their residence it has, in this situation, special attention is paid to such an object of marketing of educational services as the territory.

The following features of educational services can be distinguished:

- educational services are not tangible and intangible until they are

purchased;

- educational services are inseparable from the subjects providing them, are produced and consumed simultaneously;
- inconsistency in the quality of educational services. The quality of educational services affects the development of society as a whole, and hence the need for the quality of educational services to meet the requirements of state control;
- a significant length of the educational service in time;
- non-preservation of the educational service.

The purpose of marketing of educational services is to create conditions for the development of the education system, which will ensure the satisfaction of the educational needs of the individual and society as a whole, taking into account the needs of the regional labor market; preservation and development of the education system in market conditions.

Marketing in the field of educational services has its own unique features, as it involves interaction with a rather heterogeneous audience, requires a high degree of trust and is adapted to the specifics of training, which distinguish the marketing of educational services.

- Focus on trust and reputation. Educational institutions and courses depend on their reputation, as students invest a significant amount of time and money in education. A high level of trust in an institution or educational platform is one of the most important factors in making a decision.

- Long-term relationships. Unlike traditional product marketing, it is important to build long-term relationships with customers in education. Training programs, continuing education courses, and further education all require stable connections with the audience. Brands can offer follow-up training or additional courses, which builds loyalty.

- An integrated approach to the target audience. In the educational field, the target audience is diverse – it can be schoolchildren, students, parents, young professionals and professionals. Each of these groups has different motives and needs, which requires audience segmentation and the creation of personalized content.

- Use of digital channels and modern technologies. Modern educational institutions actively use digital channels for promotion, such as social media, email marketing, and online advertising. Content marketing, including webinars, video tutorials, articles, and blogs, is widely used, which helps to attract students and demonstrate the professionalism and experience of teachers.

- Content as a key marketing tool. In education, content plays a particularly important role: articles, study materials, free lectures, and webinars help the audience evaluate the quality of education before purchasing a service. Content should not only inform, but also inspire, motivate, and show results.

- Focus on learning outcomes and feedback. Graduates' outcomes, employability, and career advancement are important aspects that attract the attention of potential students. Educational institutions highlight the success of their students as proof of the effectiveness of their programs, often publish testimonials and success stories.

- Flexibility and adaptability of offers. Education needs may change depending on trends in the labor market, new technologies and changes in the economy. Therefore, educational services should be flexible in order to offer up-to-date knowledge and skills in a timely manner.

- State influence and licensing. Many educational programs require mandatory licensing, and government standards may limit marketing activities. In such an environment, it is important for educational institutions to comply with the law and adhere to certain standards.

- Seasonality and influence of admission campaigns. Educational marketing is subject to seasonal changes. This is especially true for higher education, when enrollment in courses and programs is often tied to the academic year.

Effective marketing of educational services requires a deep understanding of its target audience, a high level of trust, the use of quality content and adaptation to modern trends. These features allow institutions to attract and retain students in a highly competitive environment.

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