

MARKETING SPECIFICS OF EDUCATIONAL SERVICE

Marketing activities have become an essential competitive tool for universities. However, the marketing tools they use is very limited, often in the form of informative and image advertising to support the admission campaign.

Educational services universities are viewed from different sides – as social or economic benefit, a kind or a product of activity, a specific good, a learning process or a set of educational processes, a system of knowledge and skills etc.

I.L. Reshetnikova and V.M. Smirnova consider that educational services as a very specific "product". They have high use value, as it increases the individual's intellectual potential, future workers or professionals. So we see that there is no clear and definitive description of the term "educational service" and "educational product".

In marketing, the concept of educational service is revealed by Kotler as a collection of useful features that should meet consumers' needs to obtain professional knowledge and skills, which are necessary to meet their personal needs in obtaining profession, as well as in self-improvement and self-assertion.

Therefore, we can assume that educational service is a process of learning, and educational materials for educational service is an educational product, and the creation of methodical materials (lectures presentations, teaching materials, etc.) that are prepared is an educational process. The quality of the educational process depends on the quality (in terms of matching educational level) of educational products and their composition.

Educational services for universities inherent all specific features services in general and in addition they have a number of features that are unique to them and distinguish them from other services. These include, for example, relatively long-term performance. The learning process – from admission to obtaining diploma of higher education takes minimum four years. During this period, external factors, including the labor market may shift greatly.

The specifics of educational services also relates to a high degree of consumer involvement in the process of service delivery. With this particular service quality largely depends on preparedness, attitude, motivation of students. Moreover global strategic focus should be included in the specifics of educational services.

It has a special perspective value as received educational service does not only affect opportunities of graduate student on the future employment market, but affects perspectives of sustainable development of society. HEI graduate becomes a holder not only on knowledge and skills, but a certain ideology and mentality. Then it depends just on him how effective provided educational services will implement the changes that are expected by society.