

MARKETING IN THE SPHERE OF EDUCATIONAL SERVICES

Higher school found itself in difficult situation in the period of market development. It was challenged by the following problems: 1. which specialists are required by national labor market; 2. what social and professional competences the graduates are to have; 3. how to revise State standards and programs for every specialty. Why was this task considered of prior importance? If a higher institution fails to form required competencies, its graduates may not find decent occupation and the higher institution loses its competitiveness. The negative consequences are impacted on GNP which decreases every year by 10-15 % .

In 2008 Federal agency on education of Russian Federation discovered that 90 % of Moscow enterprises need specialists in economics. Though only less than 8% of 160 companies interviewed were satisfied with the graduates' competences. 38% of interviewed consider that the set of disciplines according to State standards and their content given by higher school do not correspond to the labor market requirements.

Which disciplines are not required practically? Though it sounds strange, but it is ecology, natural resources economics, and social sphere economics. Those who have accounting, marketing, management, strategic planning, taxation and foreign languages skills feel assured and happy.

Peoples' Friendship University of Russia was one of the pioneers trying to take its first steps towards social and professional competences formation. A new department "Engineering business and Industrial Management" was founded at the Engineering faculty to educate engineers-economics due to the Rector's support and approval. The importance of the new Department goes without saying. All the students of multiply engineering professions, such as mining, civil engineering, turbines, etc. are given opportunity to acquire professional competences in economics and to position themselves as managers in companies with various types of property. Skills in strategic planning and economics are in their baggage.

The second challenge the higher school faced consisted in the necessity to change the proper teaching paradigm. Information society, IT development accelerates the knowledge aging which students are supposed to receive at University. The most prestigious world universities have already substituted knowledge teaching by competences' forming. Specialists of such Universities as Cambridge and Harvard are welcomed at national and world labor markets. The main aim of the teaching process is to form social and professional competences or

skills and habits in knowledge and information usage and the desire to renovate it constantly. In Russia one of the most important advantages which a graduate may have is his/her work experience.

How could a student have professional competences formed and acquire professional experience? He might do it through professional training which is to be organized by university at an enterprise or company on his specialty. But market economy in Russia does not motivate entrepreneurs to welcome students. It is a kind of nuisance for most of them. Neither they are interested in collaboration with universities nor do they welcome students or graduates to enrich their staff. Due to statistic data only 15% of companies have signed labor contracts with universities for professional students' training.

The other problem is that day-time students turn into economically active part of the Russian population, satisfying labor market in unprofessional and low qualified labor force. It gives them a lot of serious benefits: salary which exceeds average wages of higher school teachers; self assurance and economic autonomy from their parents. Students' labor activity helps them to form their social competences or skills and habits for socializing; they feel incorporated into different corporate cultures which are not sufficiently studied at the university.

Which specialists should universities prepare for Russian labor market? To answer this question marketing is to be done. To make the results of the marketing sound, universities may organize for their students a part-time or temporary work in correspondence with their professional skills.

Engineering faculty of Peoples' Friendship University of Russia has already accumulated a certain experience in this sphere. Mention should be made of specialized job fairs for students and graduates. These fairs are a form of students' social and professional protection. Such fairs show that specialists in engineering professions are needed in various spheres. Fit back by recruiting agencies is a special type of advertisement for Peoples' Friendship University of Russia and its Engineering faculty.

Higher school sets up Centers for additional professional educational services, which make the educational process flexible and help to widen students' professional competencies. Centers for additional professional educational services may cross over State educational standards and offer courses according to the requirements of the Russian labor market, for instance, foreign languages and business executive skills. Marketing of educational services also proves that future belongs to IT methods in professional training and distant electronic means and devices.