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MARKETING RESEARCH IN EDUCATION SECTOR

Higher Education is becoming more competitive from a variety of perspectives. Internally, institutions must manage costs, while at the same time there's a growing need to specialize and communicate a unique message to an expanding marketplace. From the applicant's vantage, student prospects are faced with more education options than ever before. A solid marketing strategy can, therefore, directly affect university, or continuing education institution through measurement and understanding of its position in the marketplace and by eliminating weaknesses and building upon strengths.

Marketing researches conducted in the National Mining University, provide the ability to monitor the changes in consumer behavior and build a strategy that based on changes of market conditions.

Survey was conducted among first-year students in order to assess the level of informational knowledge and motives entering the university.

The interview covered more than 1,100 students of all departments of the university, including students of reduced form of education.

This survey will help to identify the main motives entering the university, features of the students behavior in choosing a place of education, ways in which university entrants learn about the National Mining University, its departments and specialties and the peculiarities of learning in a particular department.

The research results will be used to adjust the communicational policy of the National Mining University and to improve informational knowledge and work with enrollees.