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FUNCTIONING OF THE MARKETING EDUCATIONAL SERVICES IN UKRAINE

Increased globalization and international integration concerns many spheres of life such as political, legal, economic, social and others. It provides relevant requirements to educational system of Ukraine, including the most important - preparing people to work in different economic spaces.

Modern educational institutions are operating in market conditions: market liberalization, reduction of budget funding and the number of entrants, competition, new universities, complicated licensing terms. The main factor in the popularity of higher educational institutions that survived the Soviet era were educational traditions that evolved for decades, highly skilled staff, significant logistical base.

Taking into consideration the specific scope of marketing, its approaches have their own characteristics and therefore require careful study.

Below are some of our current drawbacks of educational market in Ukraine:

- specialization of students does not meet modern social norms;
- dissatisfaction with the demand for education;
- overload number of disciplines that have relatively basic nature of knowledge;
- duplication of subjects;
- lack of modern teaching methods and so on.

As a result, we can identify the following questions in the provision of education.

1) The problems of national character. First of all, here we are talking about public policy in education, inadequate legislation, which decision possible at the macro level.

2) The problems of socio-economic nature, with operations in an era of social marketing, we should not forget the main principle - to meet the needs.

3) Psychological and cultural problems. Historical features, geographical situation and other factors led to a number of differences between the mentality of people from different regions.

Addressing current problems of educational services should be based on the gross principles.

1) Complexity, that education system should provide "continuing education throughout life."

2) Innovation. Many educational institutions have realized the need for computerization and automation of the educational process.

3) Access to education. Providing affordable education is constitutionally assigned duty to the state and its major social challenge..

We offer the following marketing activities of information:

1) Market research in appropriate educational services: the current image of the institution and its ratio to the desired level, analysis of university resources, SWOT-analysis.

2) Planning and implementation of advertising campaigns, including strategic and tactical planning.

3) Liaison with university graduates, prospective employers, recruiting agencies.

4) Active participation in scientific, educational, social, cultural activities aimed at developing the school.

Marketing analysis is an important tool for education services, as domestic science already has examples of marketing research education by examining the components of the marketing mix (product, price, place, promotion, people, etc.). We also developed a model for AIDA educational services, which tries to recreate the thought process that suffers the consumer during the purchase. Famous scientist Peter Doyle, the scheme offers: «AIDA = Attention - Interest - Desire - Action," which explores the formation of public opinion in the target market.

1) Attention - drawing attention to the educational institution, providing awareness of university a certain percentage of people.

2) Interest - in order to generate interest, experts are trying to influence the emotional state.

3) Action - is the final stage of the decision to purchase.

As a consequence, implementation of marketing in educational institutions means the philosophy of market relations in education. Marketing orientation institution may prove structural organization in creating a marketing department, which will have functions of marketing research and development, forecasting specialties that will have market demand, development and implementation of measures to create and maintain appropriate image agencies, monitoring their recommendations and other functional departments of educational institutions.

Finally, marketing must become an influential factor which will enable to heave up the high-quality level of educational and scientific aspects of activity of higher educational establishments.