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MANAGEMENT OF MARKETING ACTIVITY IN EDUCATION ESTABLISHMENT

1. Common marketing management issues.
2. Marketing planning in an educational institution.
3. The organization and coordination of marketing management.
4. Motivation of marketing activities.
5. Marketing control.

1. Common marketing management issues

Effective development of universities at the present stage is impossible without the use of techniques and marketing methods.

Increasing the role of marketing in the field of education is associated with objective tendencies such as increased competition in the market of educational services, improving the selectivity of consumers, lowering kits, budget cuts, commercialization of education.

Depending on the commitment to higher education marketing can be divided into two groups: the «productive orientation» and «marketing orientation».

Universities use three levels of marketing:

top – focus on the marketing concept of market management;

the second – the use of the individual components of the marketing;

lower – the introduction of some elements of marketing.

Marketing organization in higher education is possible only if there is management process.

The basis of the process of management of marketing activity of the educational institution consists of the following elements:

- analysis of market opportunities of high school;
- selection of target markets;
- development of comprehensive process of marketing;
- evaluation and monitoring of educational services.

Marketing as a management method based on the **basic management functions**.

These include: planning, organization, coordination, motivation and control.

2. Marketing planning in an educational institution

Planning – Is a kind of management activity relevant to the preparation of plans of activities of the educational institution and its component parts. Scheduling determines the functioning of the system of goals and development of the university, all of its business units, as well as the choice of means and methods of achieving them.

Marketing planning stages at the university:

1. The development of the university's mission.
2. Analysis of internal and external factors of the marketing environment.
3. Planning for marketing purposes and objectives of the university.
4. Develop marketing strategies.
5. Planning marketing programs.
6. Development of a marketing plan.
7. Formation of marketing planning budget.
8. Develop a strategic marketing.
9. Assessment of the achievement of objectives.
10. Action Adjustment.

3. The organization and coordination of marketing management

The **organization** as a control function determines the integrity of the organic unity, and any business entity. The main objectives of the organization as the control function are:

- 1) the formation of the university structures (faculties, departments, laboratories, departments, branches, libraries);
- 2) providing high school with all necessary for its normal operation: staff (teaching staff, academic staff, support staff), equipment, buildings, finances.

Coordination – is a function of the control process, ensuring its continuity. The main objective is to achieve coordination of consistency in the work of all structural units of the university by establishing communication between them. To perform this function are used as documentary sources and the results of meetings, conventions and conferences. Most assistance is provided by technical means of communication, for example, the introduction of a local computer network, which allows the rapid exchange of information, and to quickly respond to deviations in the performance of any work.

4. Motivation of marketing activities

Motivation is a management function designed to encourage teachers and employees of an educational institution to work actively to ensure the quality of training specialists.

There are three types of motivation of the teaching staff: material, socio-psychological (moral) and organizational (administrative).

Financial motivation are monetary incentives such as wages, bonuses, additional payments, grants.

Also, there are no monetary incentives - preferential vouchers, preferential medical and dental care, free postgraduate study, doctoral studies, institutes for advanced training, internships, etc.

Material incentives can be both positive through the incentive system, and negative – through a system of sanctions, fines, penalties.

Socio-psychological motivation includes the following factors: labor successes of an employee, recognition of his merits, the possibility of serving growth, the prestige of work, professional skill, respect from colleagues, management, friends and relatives, the possibility of self-realization, independence, encouragement of work (gratitude, awards).

Examples of organizational motivation are the correct arrangement of employees, a clear definition of their functions, delegation of authority, flexible work schedule.

5. Marketing control

Control – is one of the management functions, which task is to audit the results of marketing activities implementation carried out in high school, and taking corrective actions.

This function provides:

- 1) control of planning activities implementation;
- 2) correction measures of all significant deviations from the plan.

The main instruments of control function are monitoring, recording and analysis. In general, the management control is a feedback element, since an adjustment of previous decisions and plans is made according to its data.

Effective control must have a strategic focus, be results-oriented, timely and simple enough.