

**MARKETING OF EDUCATIONAL SERVICES AS A TOOL TO ENSURE THE
COMPETITIVENESS OF A MODERN UNIVERSITY**

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Abstract: The landscape of modern higher education has undergone a significant transformation over the past few decades. The increasing number of institutions and programs has led to a highly competitive market, where universities must adopt innovative strategies to attract and retain students. In this context, the marketing of educational services has emerged as a crucial tool for universities to ensure their competitiveness and maintain a strong reputation. This article will explore the importance of marketing educational services as a tool to ensure the competitiveness of a modern university, highlighting its significance, strategies, and benefits.

Keywords: Educational services, competitive world, marketing tools, long-lasting strategies, information base.

Introduction: The achieved indicators of the level and quality of staff training, the volume and specifics of material and technical equipment, the availability and conditions of base institutions primarily depend on the financial potential of an educational institution. At the same time, given the process of commercialization of the educational sphere, higher educational institutions have to fight for potential students. The marketing of educational services will promote the successful activity of the university only if it is aimed at creating, maintaining, and strengthening internal and external relations, compatible with the goals of the institution and society, in order to receive a lasting benefit.

Today, globalization and the rapid development of information and communication technologies are changing the economic foundation of society: from industrial to post-industrial (information, knowledge). An intensifying pace of economic development makes it necessary to prepare a highly qualified workforce. The task of improving the quality of specialists is entrusted to higher education institutions. Consequently, universities are competitive in the market and compete in it.

Background and Rationale

At the National School of Marketing, research has been conducted on the formation of effective services and academic programs, on stimulating the demand for steps, reducing its risks, and on the issues of creating a highly competitive educational service to gain a strong position in the market. The results of the work allowed the authors to conclude that the introduction of advanced concepts and forms of marketing can ensure the effectiveness of the management of educational services provided by the system of vocational education and the university, to increase their competitiveness, to expand the possibilities of consumers and to create a qualitatively different educational environment. The article makes a significant contribution to the theory and practice of the improvement of marketing educational services, the results accumulate value in the innovative marketing system of the university.

The education industry, like any other, is characterized by complex interconnections, which is an inalienable attribute of its development. Due to the influence of a large number of factors and the cumulative effects of the actions of individual actors, this industry is an open system. It is this circumstance that predetermines the many-sidedness and versatility of its essence. The pivotal, determining factor in this system is the proposals of educational services in the broadest sense. The initiator and subject of this activity are suppliers of educational services, which can and should be modeled. The capabilities of a potential consumer in the field of satisfying his needs imposed by society and corresponding educational services play a guiding role in this process.

In general, the cognizance of the nonprofit and public quarter significance in current society coincides with the cognition of widespread applicability of advertising principles. Higher schooling establishments face, on one hand, the developing have an impact on of the altering surroundings the place they have to entice a vital mass of customers, and on the different hand, necessities of the government, ministry of schooling and widespread public (Arambašić, 2009, p.4). In order to efficaciously fulfill these

requirements in scenario of improved competition, advertising orientation in greater training establishments is turning into necessary. Marketing in greater training has a very exceptional position nowadays than it had solely a few many years ago: from advertising, publicity, lobbying and fundraising as sporadic, non-systematic activities, it has developed an absolutely new dimension with emphasis on photo and popularity creation, attracting new and choice economic resources, etc. Estimations say that „traditional universities “allocate about 5% of their profits for advertising purposes, in evaluation to over 20% of profits allotted by using private, market-oriented establishments (Maringe & Gibbs, 2009, p.44). Student as the main stakeholder and his desires is in center of attention of all activities. Marketing in higher schooling establishments primarily based on built-in advertising standards of enterprise area helps them to face the challenges of the modifications in the surroundings through growing so referred to as „learning environment “which is personalized to fulfill the identified desires of the customers. In the context of advertising orientation, the procedure of greater training is considered as an alternate technique the place establishments provide extraordinary knowledge, capabilities and competencies, instruction for carrier, delight and different advantages to their clients by way of the usage of special resources, and in return they get hold of training fees, donations, time and power from their stakeholders (students, funders, labor market). Due to the higher desire probabilities of greater schooling provider providers, college students these days seem for cost added: higher service, software great and fee for money. If we reflect on consideration on that the foremost purpose of greater training establishments is shipping of excessive first-class provider it is imperative that all stakeholders cooperate in introduction of such provider which opens house for purchaser relationship marketing. In order to fulfill this aim greater training establishments have to put in force advertising and marketing on each strategic and operational stage in order to create secure however bendy shape and system. However, it is nevertheless open for discussion: how properly is advertising applied in greater education, is there an environment friendly gadget and community between all stakeholders that permits company and implementation of advertising and marketing orientation, etc.

In today's higher education landscape, students have become discerning consumers, seeking institutions that offer high-quality programs, excellent facilities, and promising career prospects. Universities must, therefore, develop effective marketing strategies to appeal to these students and differentiate themselves from competitors. One of the primary objectives of marketing educational services is to create awareness about the institution's unique strengths, values, and

offerings. This can be achieved through a range of marketing strategies, including advertising, social media, public relations, and content marketing. Firstly, universities can leverage social media platforms to target potential students, share updates about programs, achievements, and events, and engage with their online community. For instance, many universities have established a strong presence on Instagram, showcasing their campus life, research initiatives, and student success stories. This not only increases visibility but also provides a platform for two-way communication, enabling universities to respond to student queries and concerns. Additionally, universities can invest in targeted online advertising, utilizing Google Ads and Facebook Ads to reach potential students who are actively searching for higher education options.

Another key marketing strategy is to focus on the unique selling proposition (USP) of the institution. Every university has a distinct set of strengths, whether it be research excellence, industry connections, or community engagement. Effective marketing involves identifying and communicating these strengths to the target audience. For example, a university with a strong reputation for entrepreneurship can highlight its incubation centers, startup funding, and successful alumni entrepreneurs. This USP-based marketing approach enables universities to differentiate themselves from competitors and attract students who value those specific strengths.

Furthermore, universities can benefit from collaborations with industry partners, enabling them to offer students practical experience, internships, and job opportunities. By promoting these collaborations and showcasing the employability of their graduates, universities can attract students who prioritize career readiness. For instance, a university with strong ties to the tech industry can highlight its partnerships with leading companies, job placement rates, and alumni success stories in the field. In addition to these marketing strategies, universities can leverage their alumni networks to promote their institution. Alumni ambassadors can share their positive experiences, provide testimonials, and participate in recruitment events, thereby increasing the institution's visibility and credibility. Moreover, universities can offer exclusive benefits and services to their alumni, fostering a sense of community and encouraging them to become champions of their alma mater.

The benefits of marketing educational services are multifaceted. Firstly, effective marketing enables universities to attract high-caliber students, increasing the institution's reputation and academic excellence. Secondly, marketing helps universities to differentiate themselves from competitors, establishing a unique brand identity that resonates with students. Thirdly, marketing facilitates engagement with stakeholders, including students, parents, alumni, and industry partners, fostering a sense of community and collaboration.

Conclusion.

In conclusion, the marketing of educational services has become an indispensable tool for modern universities to ensure their competitiveness. By adopting innovative marketing strategies, universities can create awareness, differentiate themselves, and attract high-caliber students. The benefits of marketing educational services are far-reaching, encompassing improved reputation, increased engagement, and enhanced competitiveness. As the higher education landscape continues to evolve, universities must prioritize marketing as a critical component of their strategic plans, ensuring their survival and success in an increasingly competitive market. In the era of globalization and digitization, the marketing of educational services has become a vital component of a university's strategic plan. To remain competitive, universities must invest in targeted marketing initiatives, leveraging social media, advertising, and content marketing to

reach their target audience. By doing so, they can create a strong brand identity, attract high-caliber students, and establish themselves as leaders in the higher education landscape. Ultimately, the effective marketing of educational services is essential for modern universities to thrive in a highly competitive market.

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