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## Specific Characteristics of Marketing in the Educational System

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**Abstract:** This article examines the emergence of educational services and products in the republic with different attractiveness, new challenges for educational service providers and manufacturers of educational products, that is, a new science-based approach to education management

**Keywords:** education, reform, budget, subject, method, marketing, profession, complex.

Education in society is one of the main sources of economic growth, social stability, and one of the necessary conditions for the modernization of the economy. In our republic, the funds allocated annually for the reform and development of the education system make up 10-12 percent of the GDP and make up more than 35 percent of the state budget. During 2010-2020, the expenditure on education within the state budget expenditure increased from 29% to 33.5%. Most of them were allocated to general secondary education (56.1%), followed by secondary special vocational education (21.4%), preschool education (10.2%) and higher education (5.4%).

The appearance of educational services and products in the republic in different attractiveness sets new tasks for the entities that provide educational services and produce educational products, that is, a new scientifically based method of educational management is necessary. Such a method is a marketing method that includes the management and sale of educational products and the provision of educational services.

Marketing in education is one of the most important areas of activities for attracting extra-budgetary funds. In marketing, as in other applied sciences and in the field of economic activity, concrete evidence is of great importance. These often become the deciding factor, but according to the usual understanding, they are considered "excess".

Marketing of educational services is a field that forms and studies the strategy and tactics of interaction between educational institutions, consumers of personnel - enterprises, learners, intermediary organizations as

subjects of the market of educational services that produce, provide, and consume educational services.

From the point of view of marketing, an important feature of educational services is their simultaneous provision and consumption. In this sense, educational services are similar to services provided by cultural institutions, but unlike them, educational services always last for a long time, is a multifaceted process that is planned, forecasted and managed.

In education, science, culture, art, marketing has both a commercial and a non-commercial character. Marketing in education focuses primarily on creating social impact.

The formation of the marketing system in higher education institutions is focused on the following: only educational services are created in the market that are used and will be needed in the future; the range of educational services will be wide enough and they will be updated intensively, taking into account the needs of society; communication activities are actively carried out, focused on specific target groups in the groups of consumers of educational services, potential mediators; in the leadership of the educational institution, strategic decisions are made by persons who are competent in matters of market relations, the conjuncture of educational services; in the organizational structure, units are formed that are responsible for the higher education institution's reputation, influence, success in the market, as well as control and effective implementation of its recommendations by other functional units of the institution. Education includes traditional factors such as the cost of educational services, the increase or decrease in consumer incomes, the image and identity of producers, the form of ownership of the organization, the accreditation position, and the degree of individualization of education. An important direction of the development of the educational services market is to direct graduates to the international labor market and to strengthen its connection with national economic sectors as the final consumer of educational products.

Education is important today. Due to the regular development of technologies, employers are making increasingly high demands on young professionals. This applies not only to new job seekers, but also to those who have been working for several years. Training, special training and other events are organized in order to regularly improve the skills and knowledge of employees who have been working in the organization for many years. In the conditions of the market economy, marketing is widely implemented in various areas of human activity, including the field of higher education.

Marketing functions in the educational system include: formation of an offer to graduates; increase the efficiency of educational services in the market and ensure its quality; to expand the effective demand for educational services and create a mechanism for its stimulation; implementation of pricing policy in paid services; organization and implementation of educational services marketing research; to forecast, analyze and constantly update educational services in the future (prospect); formation of volume, quality, assortment and service of educational services; analysis and research of the competitiveness of the educational institution; development of a strategy for ensuring the quality of educational services in a higher education institution and its implementation.

Consumers of educational services are also directly related to the educational institution. They form the demand for one or another specialty, and make changes to the educational process. The educational process takes an important place in the development of society due to the achievements made as a result of scientific research. It is the results of scientific research that serve the development of society. The world's leading countries compete to create new technologies, products, improve existing systems, attract qualified and capable personnel to research. It should be noted that the main driving force of this process is the quality of education. An increase in the quality of education serves the country's development. We can emphasize that the basis for making management decisions in a higher education institution is the quality of the provided educational services. Today, the professional and professional, practical and personal qualities of pedagogic staff in higher education institutions

objective assessment is one of the most important aspects of working with personnel. Every pedagogical worker in HEIs must have a number of practical qualities that are considered mandatory.

Their main ones are as follows: to know the technical and technological characteristics of the educational process, the modern directions of its development; planning the educational process, knowing the methods of analysis; the ability to choose the methods and means of achieving the best results of imparting knowledge to students in the educational process; to have special knowledge in organizing and managing the educational process (theoretical foundations, advanced methods and forms, recommendations of modern management science), as well as being able to apply them in practical work; ensuring discipline, being able to protect the interests of work; to be able to plan and organize personal work, to be able to apply the basic principles of management, appropriate and effective working methods depending on the situation; to be able to show high demands towards oneself and students.

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