



## EDUCATIONAL SERVICE MARKETING

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**Abstract:** *Nowadays, at the dawn of the III century marketing has been developed into wide theory, which got in the practice of many economy subjects: commercial and noncommercial, productive and nonproductive. Therefore the last don't create material values, but no less important values: the necessities in state government, military defense, safety, free of charge medicine, social security, education, freedom of religion are realized, due to which the safe and proper life of the whole society and partial global necessities decision are depend. Thus, the subjects of the educational activity play an important role in the successful development of the society.*

**Key words:** education, service marketing

**Introduction.** The high variety of the modern social and economic situation development in the world needs well-trained specialists, the requirements to knowledge and skills of which are growing. The quality of the personnel training influences not only the separate economy subjects, but the all spheres of activity success. Wide range of provided service, profound specialization, the most modern unique technical opportunities use in education are some requirements to the nowadays HEIs, which are made to compete at educational service market. And even if the top principles of the professional training are: advanced character of study, educational informatization, integrity and regularity, so marketing has to be in front of these processes for their success realization.

**General remarks: definitions, peculiarities.** To understand the educational service marketing peculiarities is a supposition to investigate the effective complex of marketing events for HEIs and their successful activity.

Modern educational service marketing is a type of marketing, science and scientific discipline, which is used by the methodological instruments, research methodic and diagnostic for specific functions realization.

The scientists define educational service marketing as a system of management concerning educational establishments' market activity (fig.1).

*Fig. 1*

The investigation concerning structural and logical essence of the definition  
“Educational service marketing”

Author, source	Definition
Kotler F., Fox K. [1]	Investigation, planning, implementation and control of the detailed formed programs to cause values voluntary exchange with target markets to achieve the goal of educational establishments
Obolenska T.E. [2]	Development, realization and estimation of the educational service through exchange relations between educational establishments and educational service consumers with aim to harmonize schoolchildren, pupils', students' and auditors' interests and need satisfaction
Pankrukhin A.P. [3]	Philosophy (general principles of market relations as a frame of reference), strategy and tactics of relations between consumers (users), dealers and producers, educational and related services and products at the market, free choice of priorities and acts from each sides, values exchange
Tykhomyrova N.V. [4]	System of management concerning educational establishment market activity, referred to regulate market processes and educational market study, which cause the most effective consumers' satisfaction: personality in education; educational establishment in development; firms and other organizations-customers in the human capacity increase; society in extend reproduction of the total personal and intellectual potential

Owing to variety of the educational activity (as a result of which scientists define service in pure form (lectures, trainings), and goods (textbooks etc) [5, p. 70]) there are some differences to render educational service essence [6, p. 44].

Bogynya D.P. and Grishnova O.A. consider that professional educational service is a special good and it saves features of the social benefit. That's why the necessity in educational service as in social benefit is expressed as a decision concerning entering the concrete educational establishment, faculty and choosing of the prestigious education level [7].

Dmytriev V. [8] thinks that service is an action, process, and a good is a result of this process (produce, preparation etc). The educational service may not be the process and the result of this process at once. Such mix leads to confusion, to many renderings, definition variants, concepts in educational marketing.

Reshetnikova I.L. and Smyrnova V.M. mention that educational service is a specific “good”. They have high use value, because they increase the personal intellectual potential of future workers and specialists [7].

Shevchenko D.A. defines the educational service as a “system-based aggregate complex product of HEI. It is the process of some knowledge

acquiring, practical methods of its use, which are able to satisfy person's aim in his professional status and growing" [9].

Dmytriev A.Ya. states that educational service is a complex of useful properties, which have to satisfy consumers' needs, connected with qualification reception. Educational services satisfy personal (final consumer), collective (enterprises-employers) and social (state, society) needs [10].

Thus, educational services have general peculiarities (characterized for all kinds of service):

- impalpability (insubstantiality),
- inherency,
- inconstancy,
- no safety,

as well as specific (characterized only for this kind of activity):

- long-term service giving (one can get Bachelor degree in 4 years),
- clear periodicity of service giving (academic year is started in autumn),
- dependence of quality from provider (HEI potential) and recipient (physiological capability of a person) service,
- estimation of the educational service quality is possible only after its receiving in the process of the HEI postgraduate's employment.

Unstable «challenge» of market requires eternal activity improvement from HEI:

- constant mastering of new technologies (distant study),
- extension of cooperation with foreign educational establishments (Bologna system),
- investigations of the new additional academic courses (close to the future profession),
- trainings and assistance in participation in the special conferences etc.

**«4P» educational service marketing.** The psychologists' research results show that priorities in society are changed once in 10 years and each generation „is behind” from the next one minimum in 2 „steps”. So, the process of the social adaptation to the future changes should be started in time. That's why *educational service marketing concept is a creation of such product, which corresponds the today's and future generations' needs, based on world level science achievements and innovative technologies in study.*

Peculiarity of the educational service marketing is that it has to impact all society members or its huge strata.

*Educational service marketing goal is to study and to form the social thought concerning the necessity to improve professional knowledge, skills, and abilities during the whole life.*

*The main task of the educational service marketing to maximize the social effect, that consists in:*

- 1) maximum satisfaction of the social important needs in education;

- 2) large scope and impact on maximum members of society;
- 3) optimal use of the limited social resources.

The effectiveness of the educational service marketing use is expressed in the social effect estimation (that, essentially, is a result of influence on people and provides social priorities changes) and economic effect (for the sake of which majority of activities is conducted). We suppose that it is necessary to deal with different types of results from educational service marketing events implementation and divide them on commercial and non-commercial (some of them are presented in complete form on scheme on fig.1).

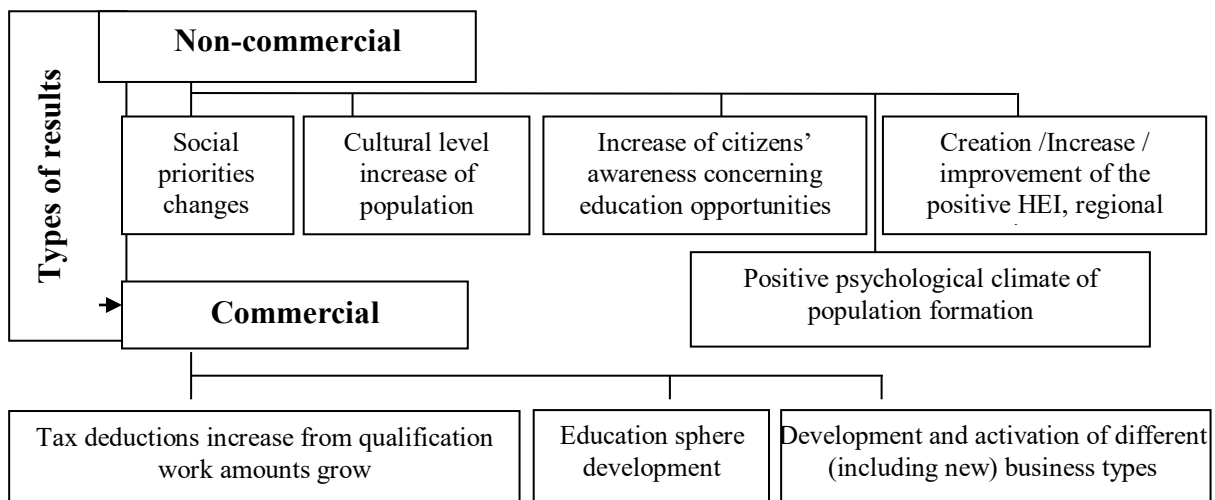


Fig.1 – Types of the marketing activity results in educational sphere

Some goals are similar for different level of the decision making, and so received results are different only by scale (fig. 2). So, it's possible to give state or grant costs (saving of state budget) for some marketing aims (non-commercial) or, vice versa to direct costs from different budgets to realize some goal (training of the specialists for state order).

Fig. 2

Possible types of results, received on the different levels by educational service marketing use

Types of marketing results	Levels	
	State	HEI
Commercial	Increase of the national profit	Increase of HEI profit
	Infrastructure development	Increase of the given educational service
	Development and activation of different (including new) business types	
	Territories development	Educational sphere development
Non-commercial	Creation/increase/improvement of the positive territory image	Creation of the HEI brand
	Increase of the appeal for investors, improvement of their awareness	Increase of the citizens' awareness
	Increase of the cultural level among population	Forming, increase of the citizens' loyalty
	Forming of the positive psychological climate among population	

Let's look through the tasks of the educational service marketing based on the concept „4P”.

**Good (product)** – it is necessary to produce the following product, which:

- corresponds obvious and unobvious and also real and potential needs of society or its separate members;
- provides an effective exchange and full satisfaction of the most important social needs [11];
- creates the necessary image (for state, region, HEI, personality) and aid to provide future activity financing;
- aids to form environment optimized for citizens.

Examples of such products may be: labour forces of the correspondent qualification (for the state level); social oriented programs of study for jobless people (for regional level); opening of new specialties training (for HEI).

**Price** – product **value** is important for educational service marketing, which allows:

- to create and maximize social effect;
- to win in the business struggle for investments.

Costs for educational service marketing may be given by:

- state (in case of state order);
- ministries (MES of Ukraine);
- departments (National agency regarding civil service of Ukraine for personnel training in “Civil service”);
- regional, local governing bodies (for advanced training of their workers);
- interested organizations and persons (regional and local job centers).

Methods of extension or *distribution (place)* have to provide effective resources loss. Also the existed infrastructures of the advertising, consulting and other types of business can be used.

*Advancing (promotion)* allows to affect society members by means of marketing and interpersonal communications (main: advertisement, public relations, trade promotion, direct-marketing, personal sale, propaganda etc). It is usually that all instruments and means of marketing communications have to render specific peculiarities concerning educational services. So, for example, distinctive features of the advertisement are given in fig. 3 in comparison with traditional commercial advertisement.

Fig. 3

Main tasks of the commercial advertisement and educational service advertisement

Main parameters	Commercial advertisement	Educational service advertisement
Aim	Economic aims	Social, political, cultural, state, regional aims
Tasks	People consumer habits changing	Social priorities changing toward future needs
Motivation	Stimulation of loyalty to the trade mark	Expressing of problems at the labour market
Essence	Information about peculiarities and quality	Social idea forming
Result	Over-persuasion to buy	Reminding about necessity of the personal grow

The estimation of the educational service marketing use includes: economic estimation (commercial result) and social effect (non-commercial) and in direct ratio influence HEI future activity.

**Study during the whole life.** Problems of study during the whole life are new for the leading countries in the world. In France «Continual education Act» was adopted in 1971, in Norway «Adults’ education Act» – in 1976, in Finland the national strategy was adopted, and in China the adults’ study is considered as the condition of the successful economic development and there are more than 1300 special higher schools for adults, most of which are public [12].

In Ukraine the development of the continual educational system and study during the whole life is proclaimed in “National doctrine of education development” [13].

As a logical continuance of the professional and distant learning programs since 2006 European Committee has adopted Lifelong Learning Programme, which united different educational and training initiatives and became one of the main constituents of the European social model [14].

One of the adopted forms for the lifelong learning is distant study technologies, which are widespread in the world and will be top in future.

In 2000 Ukrainian searching system “Aim” with content words "distant learning" (in Russian) showed 1 445 references [15], in 2012 – 212 000 documents on 15 200 sites, and in 2013 – 165 000 documents on 14 800 sites. Today other searching systems find more documents (fig. 4).

*Fig. 4*

Results of search with content words "distant learning" (in Russian) in different searching systems during 2012-2013, number of documents

№	Searching System	2012	2013
1	Aim	212 000	165 000
2	Yandex	17 000 000	6 000 000
3	Rambler	17 000 000	Impossible to define
4	Google	3 450 000	627 000
5	Bing	1 210 000	635 000

The decrease of found documents in all searching systems may be explained by improvement of the determined material quality (that corresponds request content) and rethinking of portals work philosophy (for example, today «Rambler» is media-portal for personalized news).

The variety of documents in the world virtual network, different stage of their relevance to the educational tasks became causes to hold the next Content-analysis. The Content-analysis base of the first hundred documents, found by searching system Yandex with request: “distant learning” (in Ukrainian) for 10.10.2012 (1 million documents) and for 01.15.2014 (993 thousand documents) are represented in fig. 5.

Analyzing data for 2012, one should point out that most resources belong to the Ukrainian HEIs, which promote their service in distant learning in Internet (39 %). Other establishments with analogical proposals (centers, schools, gymnasiums, courses, companies, colleges, methodical associations – 24%) are on the second place. Informative base is formed by 20% documents (acts, articles, encyclopedia materials). The additional information includes 11% materials (catalogues, projects, portals, forums). The resources for qualification

upgrading for different workers (4%) and for distant learning of schoolchildren (2%) make the least number.

*Fig. 5*  
Content-analysis base with request: “distant learning”

№	Type of documents	Part from the whole amount, %	
		2012	2014
1	Sites of academies, universities, institutes	39	34
2	Articles, publications	12	18
3	Center sites	7	1
4	Sites of schools, gymnasiums	7	5
5	Legislative and normative acts, regulations	6	9
6	Sites of the distant learning courses	5	3
7	Educational sites catalogues	4	5
8	Projects	4	12
9	Sites of companies, which give service in distant learning	3	1
10	Resources for distant learning of schoolchildren	2	2
11	Portals of the state and local bodies	2	2
12	Wikipedia	2	3
13	Resources for teachers’ qualification upgrading	2	-
14	Resources for lecturers’ qualification upgrading	1	-
15	Resources for government employees’ qualification upgrading	1	-
16	Site of higher college	1	-
17	Site of methodic association	1	3
18	Forum	1	-
19	Pictures	-	1
20	Other	-	1
	Total	100	100

The situation was not changed in 2013, and at the beginning of 2014 numbers of publications (articles, projects etc) was increased in the Internet-space and resources for teachers’, lecturers’ and government employees’ qualification upgrading were disappeared in the free access. Thus, the materials of advertising and informative character predominate, and educational resources unfortunately are almost absent.

According to the Content-analysis results we conclude:

- today the concept study during the whole life for all ages is not completely introduced in Ukraine;
- there are no educational resources of distant learning for all ages in the Ukrainian-speaking Internet-space are almost absent;
- lack of attention from state and HEIs initiatives concerning study during the whole life leads to Ukrainian lag development in comparison with leading countries in the world.



**Conclusions.** Educational service marketing became modern philosophy of the Ukrainian leading educational establishments. To have as object the realizing not only commercial, but also social goals, this kind of marketing corresponds the modern demands and has to be spread and developed among all leading countries.

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