

Marketing of educational services \ Маркетинг освітніх послуг

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Advising hours: By appointment

general quantity [akadem]. the hours 20 (12 – lectures +8 - seminars)

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| Course Description and Objectives: | <p>The expediency of this course studying can be explained by necessity of marketing in the successful functioning and development of an organization in the educational sphere.</p> <p>Understanding factors and circumstances that create certain market environment conditions is a primary goal of any modern – oriented education institution that enables harmonizing the supply with current demands as well as defining appropriate marketing strategies. The process of formulating the strategy of an education institution, in addition to reviewing the existing services, includes identifying new opportunities, analyzing relevant competitors and positioning against them and similar. The need for change in marketing strategy, that is market restructuring of an education institution, presents a natural consequence of economic oscillations which are the result of market needs and competition dynamics. Continuous monitoring and adjustment of modern developments with the needs of the target market affect the overall perception of service quality and satisfaction of users. Since the choice of marketing strategy involves defining the best ways of achieving the goals, keeping in mind that marketing as a business function, it should contribute to the improvement of educational institutions of governance process, orientation towards the market, or aligning curriculum with the needs of target groups.</p> <p>Aim of the course: to teach students to review of theoretical concepts and best practice of marketing of the educational services.</p> <p>Skills: Leadership skills are a must in this field. Professionals working in marketing of the educational services must also have good decision-making and problem-solving skills, ability to avoid team building errors. Marketing of the educational services aims to achieve predetermined ends and it does this by applying marketing skills and technologies. It has a tangible goal: market share, sale volumes or profit.</p> <p>Contents of the course: part I (lecture 1, lecture 2) deals with the theoretical arguments surrounding marketing of educational services, . Its aim is to open for discussion the notions of the market that are the source of marketing’s inspiration. We discuss the concept of marketing of educational services, 7P marketing mix and the process of non-commercial marketing of educational organizations. Part II (lecture 3, lecture 4) is more practical, and consists discussions dealing with a variety of what we consider to be the key issues which now face higher education institutions.</p> |
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| | <p>The part II provides guidelines for managing institutional reputation and argues that managing a brand is as important as creating and developing it, and that this is a key aspect of delivering value to intended customers in the higher education market. We consider the institutional positioning and segmentation on the basis that, in order to deliver value to clients or customers, it is important to know in an intimate way the nature, composition and dispositions of the market served by the institution. The key argument in this part is that as the higher education marketplace becomes so keenly competitive, institutions will need to develop strategies that will help them to stand out from the crowd rather than operate in the shadows of competitor organizations. Many institutions only realize the importance of their reputation when it is in tatters.</p> <p>Students will learn essential skills for today's in the marketing, will know how to manage of the marketing mix, will know what is the optimal marketing policy in the educational organization, will know what are conceptual peculiarities and directions of marketing activities of non-profits of education and research sector, how to build strategies of an educational institution, coordinating the challenges and limitations imposed by its environment and finding the best ways of achieving its mission and vision.</p> |
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| <p>Class materials:</p> | <p>The workload for this course is heavy. Required readings will consist of Texts and Media, Sources for Individual Studies Required:</p> <ol style="list-style-type: none"> 1. Drucker P. (2006) <i>Managing the non-profit Organization: Practices and Principles</i>. New York: Harper Collins 2. Drummond, G. (2004) Consumer confusion: reduction strategies in higher education, <i>International Journal of Educational Management</i>, 18(5): 317–23. 3. Eagle, L. and Brennan, R. (2007) Are students customers? TQM and marketing perspectives, <i>Quality Assurance in Education</i>, 15(1): 44–60. 4. Maringe, F., Gibbs, P. (2009) <i>Marketing Higher Education, Theory and Practice</i>. London: McGraw Hill. 5. Tetiana Borysova (2014) Marketing of non-profits of education and research sector of Ukraine: conceptual peculiarities and vectors of development, <i>Journal of European economy</i>, Vol. 13, 408-422 <p>Additional reading:</p> <ol style="list-style-type: none"> 1. Kotler, P., Keller, K.L. (2009) <i>Marketing Management</i>. 13th ed. New Jersey: Prentice Hall. 2. Kotler, P., Fox, K. (1995) <i>Strategic Marketing for Educational Institutions</i>. New Jersey: Prentice-Hall. 3. Bruhn, M., Georgi, D. (2006) <i>Service Marketing</i>. New Jersey: Prentice Hall. 4. Smart, J.C. (2004) <i>Higher Education: Handbook of Theory and Research</i>, Volume XIX. Dordrecht: Kluwer Academic Publishers. 5. Zeithaml, A.V., Bitner, J.M., Gremler, D.D. (2006) <i>Services Marketing</i>. New York: McGraw Hill. <p>E-Learning: http://www.marketingeducators.org/</p> |
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| | http://strategic-management.bestmanagementarticles.com/ Classes are assumed to be driven by case discussion and interactive lectures by the instructor. Students may also be asked to make essay, presentations on cases and to prepare final papers on the topic. |
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| Expectations and requirements: | <p>The class involves a mixture of class discussions and exercises, group presentations, individual written assignments.</p> <p>Students are expected to come to class having read and thought about the assigned readings to demonstrate an understanding of the material, actively participate in class discussions, and make thoughtful contributions that benefit the class.</p> <p>In both your written and oral communications you are expected to be crisp and concise.</p> <p>Students will be given the opportunity to get skills required to be a good expert in marketing in the educational sphere. Students will be shown how marketing activities are done on different scales in the educational sphere. In addition this course will draw on the student's ability to communicate: writing, speaking and presenting. Students are expected to attend all class sessions to receive full credit for taking this course.</p> |
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| Grading Procedures: | Activity | When Due | % of Grade |
| | Class Participation – Individual | On-going | 20% |
| | Case study | | 20% |
| | essay | | 15% |
| | Participation in Group discussion | On-going | 15% |
| | Presentation and written report | | 30% |

| Class Schedule | <i>Topic and key concepts</i> | <i>Readings/Assignments for Class</i> |
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| Class 1 | The concept of marketing of educational services-1 <ol style="list-style-type: none"> Definitions of education, educational service, educational services sector Non-profit and for-profit distinctions in higher education Characteristics of educational services | Group discussion: The main features of a educational services Reading: see above |
| Class 2 | The concept of marketing of educational services-2 <ol style="list-style-type: none"> Marketing mix of educational services Comparative characteristics of teacher's role in the framework of classical and new educational paradigm | Case: The marketing mix of educational services Reading: see above |
| Class 3 | The reputation management-1 <ol style="list-style-type: none"> What is reputation management for the educational services Key perspectives on reputation in the educational sphere An analytic and process model for reputation management | Essay: The issues of reputation in the educational sphere Reading: see above |
| Class 4 | The reputation management-2 | Group discussion: Brand management in |

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| | <p>1. External key obstacles to brand development and reputation management</p> <p>2. Internal key obstacles to brand development and reputation management</p> | <p>the educational organization</p> <p>Reading: see above</p> |
| Class 5 | <p>Positioning the institution in the market</p> <ol style="list-style-type: none"> 1. Market segmentation 2. Approaches to segmenting markets 3. Positioning the university | <p>Group discussion: Best practices positioning the institution in the market</p> <p>Reading: see above</p> |
| Class 6 | <p>Market segmentation: Analytical tools</p> <ol style="list-style-type: none"> 1. Factor analysis 2. Cluster analysis 3. Profiling 4. Regression analysis 5. Correspondence analysis 6. Conjoint analysis | <p>Group discussion: Analytical tools for segmentation in the market of educational services</p> <p>Reading: see above</p> |

Evaluation:

12 = excellent/very good

9 = good

6 = satisfactory