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## EFFECTIVE USE OF MARKETING CONCEPTS IN HIGHER EDUCATION

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### ABSTRACT

*This article reflects the development trends of higher education today, the role of education, the role of students, the use of marketing concepts in the higher education system. The marketing mix includes four submixes in the form used. These are the brand mix, communication mix, contract mix, distribution mix. Each submix includes individual activities and forms a specific policy in the marketing activities of educational service providers.*

**KEYWORDS:** *Higher Education, Teaching, Marketing In Education, Attitude To Marketing, Marketing Mix, Marketing Concept.*

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