



---

## EFFECTIVE USE OF MARKETING CONCEPTS IN HIGHER EDUCATION

**Dilshod Shamsiddinovich Nishonov\***

\*Researcher,  
Tashkent State University of Economics,  
UZBEKISTAN

---

### 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.*

---

### INTRODUCTION

Today, along with all areas, deep reforms are being carried out in the higher education system. Today, the head of a higher education institution should be a mature scientist and a manager, with both scientific and life experience in marketing development. In determining the priority strategy of each higher education institution, it is necessary to ensure the diversification of higher education institutions based on the experience gained in prestigious research centres abroad, 1000 world-class higher education institutions, search for various advanced mechanisms to achieve financial stability, marketing research. That, in turn, requires the use of different marketing approaches in the higher education system, which involves the organization of marketing research based on market research.

### LITERATURE REVIEW

In this regard, we believe that special attention should be paid to educational marketing. Therefore, it is necessary to cite the views of the famous marketing scientist F. Kotler on the organization of education based on student-oriented concepts. Furthermore, it is even more interesting to analyze the evolution of attitudes towards marketing in educational institutions proposed by F. Kotler.

Stage 1 (marketing is not required); the value of education is known, and those who understand it come to receive education themselves.

Phase 2 (promotion) educational institutions face low demand or do not get the students they want. Then, educational institutions start looking for prospective students, send them information, prepare information and promotional materials, and improve the admission system (selection).

Phase 3 (segmentation and marketing research); educational institutions will begin to use resources more effectively to move forward if educational institutions review who is enrolled. Who is selected, how, and by whom is the admissions system checked and implemented based on learner-oriented concepts?

Stage 4 (finding a place in the market); should have a specific place among educational institutions in the context of increasing competition, should be distinguished among competitors on particular indicators that applicants can evaluate.

Phase 5 (strategic planning); educational institutions began to engage in long-term planning and forecasting, setting the main development direction.

Phase 6 student engagement becomes a key strategic direction in educational institutions that are part of the problem and need to be retained.

The emerging competitive environment in the higher education system of Uzbekistan and the procedures in line with the policy of treating each student as a partner, the gradual introduction of student-centred education systems will significantly change the set of educational services, including admission, educational process, dormitory, career, employment and other issues.

## **RESEARCH METHODOLOGY**

These problems study many methods such as comparative analysis, comparison, systematic analysis, the expert evaluation used up for analysis.

## **ANALYSIS AND RESULTS**

On October 8, 2019, the "Concept of development of the higher education system of the Republic of Uzbekistan until 2030" was adopted. The document is based on the development of integration of science, education, and industry to train competitive personnel, effectively organize scientific and innovative activities, and effectively strengthen international cooperation. The concept reflects the priorities of reforming the higher education system of the country [3]. It identifies areas for expanding the scope of higher education, improving the quality of education, the introduction of digital technologies and educational platforms, the involvement of young people in scientific activities, the formation of innovative structures, commercialization of research results, international recognition and many others. It is the first step in the education system's organization based on a concept focused on the learner.

The organization of education based on student-centred marketing concepts requires marketing strategies to increase the competitiveness of educational institutions and the use of new opportunities.

The strategic goals of reforming the higher education system in the Republic of Uzbekistan include improving the quality of training of highly qualified personnel for sustainable socio-economic development, developing human capital following the labour market requirements, and creating a healthy competitive environment, increasing its attractiveness, ensuring global competitiveness such as the introduction of technologies and modern methods.

The number of students studying in higher education institutions in Uzbekistan in 2020 amounted to 361,739 undergraduates and 11,734 graduate students, an increase of 1.5 times over the past three years. The Classifier of Higher Education Areas and Specialties includes 329 areas of study and 582 master's specialities.

The Classifier of Higher Education Areas and Specialties includes 329 areas of study and 582 master's specialities. In the 2019/2020 academic year, part-time education was introduced in 59 higher education institutions, and evening education was taught in 10 higher education institutions. In addition, in cooperation with foreign higher education institutions, many higher education institutions of the country have organized training based on a joint diploma program. The share of learners has also been growing because of strategic directions aimed at increasing education

coverage in the sector. As a result, the weight of the work being done has been expanding over the years.

The current situation and development trends in the higher education services market in our country have not given enough time for educational institutions to go through the above-mentioned evolutionary stages. The situation was such that in practice, it was necessary to fully implement all these concepts at the same time, which required effort in higher education institutions of our country.

Significant work has been done in the higher education system for the last three years. In the previous three years, the number of higher education institutions has increased from 65 to 117. Additionally, the number of admissions has increased from 66,000 to 181,000. Their material and the technical base has been strengthened. Within the framework of joint educational programs with foreign countries, specialists in 64 new professions have been trained. The salaries of professors and teachers have been increased by an average of 3.5 times.

The state has identified four priorities in the field of leadership education: [2]

The first is to increase the role of boards of higher education institutions and expand the powers of departments;

The second is to adapt the learning process to market requirements, ensure continuity with production and create an environment for the student to work on time;

Third - increasing the scientific potential of higher education institutions, the development of science and innovation;

The fourth is to reduce paperwork for professors and students and drastically reduce bureaucracy and corruption by digitizing the industry.

It was noted that to fulfil these tasks effectively, higher education institutions will be given the power to make independent academic and organizational management decisions.

Educational institutions that have not learned to sell their services effectively will have to comply with the relevant requirements due to the limited funds allocated from the budget. It is known that determining the volume of demand for a product is the essential task of marketing. Suppose the marketers of an educational institution cannot correctly assess the market for the services of the educational institution, the factors influencing its change. In that case, they will not be able to determine the required level of sales of educational services correctly.

Considering these circumstances, on December 3, 2019, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 967, "On the gradual transition of higher education institutions to a system of self-financing", was approved [1]. Of course, educational institutions that rely upon on-budget funding must consider the needs of "society in general" for specialists because society pays for the services provided by the state, in other words, adapts to the needs of the labour market. However, let's imagine that applicants and their parents were wrong in their plans for future employment, and the demand of applicants does not match the market demand. However, if there is no demand for the services of the educational institution by the applicants, there will be no students. Given the expected decline in the number of applicants due to the demographic factor in the future, if educational institutions do not take this into account, it could be a severe blow to them.

It is well known that ensuring effective performance in any market is the effective use of marketing mix elements. 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. For example, implementing a brand policy on educational services means mutually coordinated measures to ensure full recognition of services by students. Therefore, it is also essential to keep in mind 4S elements like a modern marketing mix form.

The marketing components of Robert Loter born's 4S model should be seen in the strategic marketing concept as a fundamental marketing goal, not the marketing goals of suppliers of goods and services, but the satisfaction of the needs and wants of their consumers. This concept is undoubtedly a significant scientific and practical point of view in today's essential tasks facing the higher education system of our country.

Higher education institutions are recommended to organize education based on the concept of student-centred marketing.

The distance education system is one of the fastest-growing areas in the education services market today. It is known from international experience that distance learning as a known form of education is considered to be the same form of education as full-time, part-time and evening education. At the same time, its marketing features play an essential role in developing the market of educational services for various forms of distance learning.

The marketing features of distance learning provide the following opportunities: [4]

**Flexibility.** It is possible to form educational programs for the individual, respond quickly to the requirements of the labour market, and consider the needs of employers to the professional skills of students.

**Modularity.** Formulation of educational programs on a modular basis. In it, learners form individual curricula that reflect it in advance for themselves in practice.

**Complexity.** Training can be carried out following the main professional activity, regardless of the time. The learner can implement distance learning technology, as well as communicate through telecommunications networks.

**Regional coverage.** The learner's location does not hinder the effectiveness of the educational process, and they have access to any academic and information data (electronic libraries, databases, including the whole world).

**Profitability.** Low costs for education (building and construction, operation, etc.), increase the income of universities and teachers, increase the ability to export educational services, expand the range of educational services offered.

**Digital technologies.** New digital technologies (computers, computer networks, multimedia systems, etc.) are used to create an educational environment in electronic form.

**Social aspect.** Ensures equal education opportunities, regardless of the place of residence and living conditions (including those living in rural areas), family's financial capacity, and being a citizen with disabilities.

The main achievements that can be achieved through the organization of distance learning are:

There are opportunities for a rapid transition to a form of teaching based on individual learning trajectories;

Broad involvement of authoritative foreign scientists in the teaching process does not create organizational difficulties;

Opportunities to maximize the number of international students;

Opportunities for Uzbeks living abroad to study in Uzbek;

The possibility of providing online courses and lectures to those interested in the relevant field of science, in addition to students, on a paid basis;

Wide range of opportunities to involve representatives of all sectors of the country in online classes to organize webinars on specific topics;

There is an opportunity to eliminate the factors that create any cases of corruption and create transparent mechanisms;

There is an opportunity to move to a form of assessment of student knowledge that is not directly related to students and faculty;

Distance learning students have ample opportunities for effective integration with real sector enterprises;

The ability of the university to develop the infrastructure of the university and gradually increase the salaries of teachers at the expense of saving on material and technical means;

## **CONCLUSIONS AND SUGGESTIONS**

The marketing features are shown to determine the advantages of distance learning over other forms of education. At the same time, distance learning places specific demands on the information and communication technology infrastructure. In particular, the organization of technically equipped classrooms for the organization of online classes in higher education institutions and ensuring the technical compatibility of the equipment used in these classrooms for online education;

Preparation of educational and methodical materials prepared by professors and teachers of higher education institutions following certain forms or software (mobile software) systems, electronic textbooks, video lectures, presentations;

Implementation of e-learning materials using iSpring, Moodle programs and centralized provision of licensed programs for higher education institutions;

Introduction of simplified and centralized systems for patenting and financing of created e-learning materials;

Adaptation of software platforms of higher education institutions to international standards;

Development of transparent and online forms of assessment of learners;

To consider measures to ensure a convenient time regime for the organization of online lessons for students, to take steps to organize online classes on the principle of minimum time-maximum efficiency (information);

In conclusion, the formation of a competitive higher education system, the organization of strategic directions of higher education institutions is based on a modern marketing concept, "education-oriented education". The introduction of marketing strategies that meet international standards should be considered a critical priority of reforms in Uzbekistan.

## **REFERENCES:**

1. Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated December 3, 2019 No 967 "On the gradual transfer of higher education institutions to the system of self-financing."
2. Priorities for the higher education system have been identified. A video conference chaired by the President of the Republic of Uzbekistan Shavkat Mirziyoyev on June 16, 2021, on the priorities of the higher education system. / New Uzbekistan, June 17, 2021, №122.
3. Decree of the President of the Republic of Uzbekistan dated October 8, 2019, No PF-5847 "On approval of the Concept of development of the higher education system of the Republic of Uzbekistan until 2030."
4. Saginova O.V. Management of the processes of globalization of education in the Russian school (theory, methodology, practice). Author's abstract of the dissertation for the degree of Doctor of Economic Sciences. - M.: 2006.