Summary

Subject matter: Improvement of marketing management in a higher educational institution (on the example of FSBEI of HPE “PSLU”)

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Topicality of the research: The marketing approach as the integral element of the market has the specifics in the sphere of education. The matter is that the higher education institution at the same time works on two markets – the market of educational services and the labor market. The accounting of requirements of the markets, careful studying both potential consumers of educational services and a situation on a labor market, and then and development of the corresponding complex of marketing – all these actions will allow to increase availability of education to each segment of consumers, to increase quality of educational services and overall performance of educational institutions. This fact approves the high level of topicality of a problem of studying the bases of construction and improvement of marketing activity of educational institution.

Objective of the work: Development of ways of marketing management efficiency increase in the educational institution.

Tasks:
− to investigate marketing management as a basis of a sustainable development of business;
− to study key components of marketing management process and its algorithm;
− to investigate the essence of management of higher educational institution development with the use of marketing tools;
− to analyze modern specifics of marketing management of a higher educational institution in the Russian Federation;
− to study features of marketing management of studied establishment;
− to develop ways of marketing management efficiency increase in FSBEI HPE “PSLU” in modern conditions.

Theoretical significance of the work: is the development of marketing activity theory, its essence, tasks and functions. Author shows specifics of marketing management in the sphere of educational services that allows to deepen theoretical ideas of the directions, forms and methods of improvement of marketing management efficiency in concrete establishment.

Practical significance: the separate provisions of work showing the main ways of increase of marketing activity realization efficiency in FSBEI HPE “PSLU”, can also be used by others educational establishments.

Results of the research:
− marketing management represents the analysis and planning, realization and control over carrying out various actions which are directed on establishment,
maintenance and continuous improvement of an exchange with consumers for the sake of achievement of specific goals of the company;

− the analysis of structure of system and management of marketing showed that the basic structural elements are market studying, segmentation, work with a marketing complex, and also realization of marketing actions in aspect of the organization of marketing activity in the company;

− modern specifics of branch of providing educational services caused a peculiar approach to conducting marketing activity of all branch and separate establishments. The classical complex of marketing is realized in noncommercial educational institutions taking into account state regulation of this sphere, and the organization of marketing activity is connected with the specifics of functioning of educational institutions;

− FSBEI HPE “PSLU” represents the modern educational institution which is actively developing on the basis of principles of functioning of state universities in the Russian Federation. Advance of educational services and higher education institution development as element of the market of educational services of the country and region is made by forces of department of marketing and educational innovations;

− the analysis of implementation of marketing activity in PSLU showed that today the process of market researches is actively realized. In this regard we developed recommendations about possible development of marketing activity which, in case of even partial realization, could promote more effective creation of marketing in higher education institution.

**Recommendations:** for increase of efficiency of marketing management in FSBEI HPE “PSLU” we developed and offered possible model of creation of the strategic marketing management, meaning complex interaction of various divisions of higher education institution in the course of realization of the main functions of marketing. We believe, that even partial following the developed recommendations will allow to increase efficiency of marketing management of studied higher education institution.