

**Problems of Marketing in the System of Higher Education**

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**Abstract:** This article is devoted to the development of proposals on the mechanism for determining the marketing forecast in the context of the liberalization of the higher education market and the economic independence of higher educational institutions.

**Key words:** marketing forecast, higher educational institution, country, level, standard, qualification.



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### **I. Introduction**

In the context of the socio-economic transformations taking place in the country, the state educational policy will be of particular importance in the formation of the labor market in training, employment and stabilization of the labor process. As proof of the relevance of the topic, the President of the Republic of Uzbekistan on July 11, 2019" On measures to introduce new management principles in the system of higher and secondary specialized education permission Located in front of the Ministry of Higher and Secondary Specialized Education. We would like to draw attention to one of the tasks: "...coordination of the activities of all higher and secondary specialized, vocational and technical educational institutions, regardless of departmental affiliation, the implementation of educational and pedagogical and scientific and methodological guidance, ensuring the quality of training, content and level of education in accordance with state educational standards and qualification requirements "[1]

The fulfillment of this task is the responsibility of our country. It is aimed at developing the sphere of secondary and special education as an integral system, i.e. all institutions should be considered in close connection with the sectors of the economy. We believe that reforming the system of higher and secondary specialized education is a complex and multifaceted issue, and several of its aspects should be highlighted.

First, it is necessary to emphasize the role of sectors and industries in meeting the need for qualified personnel, given the position of higher and secondary specialized education in the labor market.

Secondly, the role of the higher education system in the formation of the advanced strata of society is invaluable. The number and activity of highly educated specialists is the key to the innovative development of society.

Thirdly, students of higher and secondary specialized educational institutions are not only the future of our country, but also the most socially active part of the population. This places special demands on the effectiveness of socio-pedagogical activity.

The main purpose of this study is to determine the role of higher education institutions in the process of reforming the higher education system, to determine their independent marketing prospects and to identify ways to resist competition in the education market.

The training of specialists in the system of higher education, which meets the requirements of world standards, requires structural changes in this area. The complexity of this is that there is a big difference between the system that exists in our country and the European standards that we are part of. The educational process, the attitude of economists to the content of qualification requirements, understanding the essence of knowledge and

skills of students and parents, the social relations that are developing in society, and other external factors have a significant impact on the content and intensity of education reforms. It should be understood that the mechanized application of the experience of foreign universities is not effective enough.

Many of our scientists have contributed to the study of marketing activities in the higher education system. The current state of higher education after the adoption of the National Training Program is closely related to the development of educational marketing. At the same time, the study took into account the development of higher education with state participation and management. The modern market of higher education services is characterized by the active participation of foreign higher education institutions, the independence of local higher education institutions, and the introduction of public-private partnerships in higher education. In this situation, it will be necessary to pay more attention to the revision of the methodology, methods and tools of marketing research.

Given these aspects, we believe that the development of marketing approaches in the management of higher education reforms is a requirement of the times. It is worth mentioning the marketing perspective as the starting point and the most important link in the marketing approach in higher education. A marketing perspective or a marketing forecast is the process of identifying and generating demand for specialists based on the current situation and development prospects in various sectors of the economy, obtaining and processing long-term data, and on this basis determining the main goal of educational activities. .

Although marketing strategy and marketing perspectives in entrepreneurial activity are close and interrelated categories, their content and role in marketing activities are different. A marketing strategy is a methodology for ensuring the competitiveness of an enterprise in a changing external environment and, on this basis, achieving long-term goals. The marketing perspective is a system of goals for maintaining the viability of the enterprise, that is, the philosophy of the enterprise in the medium term. In some literature, the marketing perspective is interpreted as a corporate doctrine.

Prospects for marketing in higher education institutions solve such issues as creating a promising system of demand for specialists, forming a "portfolio of orders" taking into account the demand for products, ensuring a balance of demand by region and education. . For example, the creation of the International University of Tourism "Silk Road" in Samarkand has led to a sharp increase in the relevance of revising the marketing prospects of the Samarkand Institute of Economics and Service. Determining a new perspective for the development of the service sector of the institute in accordance with the service sector becomes the task of maintaining its position in the education market. Although

theoretically these questions are sufficiently substantiated, in practice there are many problems that need to be solved.

The first problem is to determine whether the directions of education meet the future needs of the economy. In the modern era of rapid entry into the world market, the structure of the need for personnel of professions and specialties in the economy of our country is rapidly changing. As a result, both the classifier of areas of education and specialties, and the norms for admission to higher educational institutions lag behind the requirements of the time. Training programs in cooperation with foreign educational institutions will partially solve this problem, since orders are again based on existing needs. The task of the marketing perspective in this regard is to determine the composition of personnel and the content of education, which will take place in at least five years.

The second topical issue is achieving a balance between the prospects of universities and employers. At the level of programs for the socio-economic development of regions, if we give the volume and composition of the need for specialists in general, we will encounter a number of limitations in applying the modeling method for a particular university. The process of economic restructuring will increase the impact of these restrictions on education in the near future. In particular, the independent activity of higher education institutions, the introduction of elements of free competition in the higher education market and the liberalization of the higher education market at the international level require an improvement in marketing prospects in this area.

In our opinion, it is wrong to believe that the definition of marketing prospects is only the task of the Institute's marketing service. It is difficult for the leadership of the institute to do this. In this regard, given the relevance of the issue, we propose the following procedure for determining the marketing prospects of the university:

- discuss the issue of marketing prospects of the university within the framework of the working group;
- formation of a scientific and methodological working group consisting of management and leading scientists;
- study changes in the economy and the region, link them to the need for personnel and create prospects in the labor market;
- creation of scientific forecasts for the prospects of other educational institutions in the region and the creation of a model of the educational services market;
- develop prospects for ensuring the competitiveness and market position of the university.

A distinctive feature of the proposed mechanism is that each higher education institution is focused on determining its own marketing prospects. In conditions of free

competition, commercialization of educational services and universalization of higher educational institutions, such a procedure leads to the readiness of individual institutions and universities for competition. In addition, the definition of the university's prospects serves to develop a marketing strategy and improve the effectiveness of medium-term and current planning.

At the same time, it should be noted that the proposed proposals are based on current trends in higher education. Applying other traditional models of defining a different perspective on marketing can also be effective, depending on the nature of national education legislation and public education policy. The key is to recognize the marketing perspective as the overall goal of the team.

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