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MARKETING MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS

ЧАЙКА Inna

PhD in Economics,

Associate Professor,

Department of Management,

Higher Educational Institution of Ukoopspilka

«Poltava University of Economics and Trade»

ORCID ID: <https://orcid.org/0000-0002-8489-3015>

e-mail: nchajca@ukr.net

Abstract. *The article is devoted to the development of a mechanism for marketing management of a higher education institution (HEI), which would coordinate the internal relationships of such an enterprise as a system, as well as its relationship with the external (micro and macro) environment. In the article the author presents the definition of the term “marketing management mechanism”, develops the structure of the marketing management mechanism of the HEI, and introduces an algorithm for its formation.*

Keywords: *marketing, holistic marketing, principles of holism, marketing management, marketing mechanism, efficiency.*

The article is devoted to the development of a mechanism for marketing management of a higher education institution (HEI), which would coordinate the internal relationships of such an enterprise as a system, as well as its relationship with the external (micro and macro) environment. The purpose of the article is to clarify the essence and develop an algorithm for the formation and further functioning of the mechanism of marketing management of the HEI, taking into account the specifics of its activities as a service provider and features of educational service as a product.

In the article the author presents the definition of the term “marketing management mechanism” as a result of processing studies of Ukrainian and foreign scientists on the management and

marketing of enterprises. The mechanism of marketing management is defined as a multifaceted system of management and marketing methods, which proactively, in accordance with the perceived deep values and goals of the enterprise, provides joint and coordinated actions of its functional units to achieve certain strategic goals. The structure of the marketing management mechanism of the HEI is developed by isolating its elements and processing of transformation of these elements in the implementation of marketing management at the enterprise of service sector using the principle of holism. The author introduces the algorithm of formation of the marketing management mechanism of the HEI operation and each stage of its implementation is detailed. The proposed mechanism forms a holistic field of

interaction of all concerned, receptive to innovation and continuous improvement.

The main scientific provisions of the article, namely, the structure of the marketing management mechanism of the HEI, built on the principles of holism, and the algorithm of its formation, are completed to the level of methodical

recommendations and can be used in the HEI management practice. This will allow the management to make the right current and strategic decisions, implementing the main task of the HEI marketing management mechanism - consumer development.

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