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## THE ROLE OF MARKETING IN HIGHER EDUCATION

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**Abstract:** *Marketing has become an indispensable tool for higher education institutions in today's competitive and globalized educational environment. About the role of marketing in higher education institutions in the Republic of Uzbekistan and its specific features in the development of educational organizations.*

**Keywords:** *Marketing in higher education, student recruitment, digital market, competitive education market, modern management, marketing system, concept, marketing objective, information and communication technologies, market structure.*

### Introduction

What is marketing?

Marketing is (English: market - "market", "market movement", "activity") - a form of organization and management of the production and sale of goods by an enterprise. The term "marketing" was introduced into use by McCovern in the 1960s. [1]

Most people think that "Marketing services are used only in the production and sale of products." In fact, in today's rapidly changing market conditions, as well as in all systems where a strong competitive environment has been created, the need for marketing services is growing by itself. Because in such an environment, the only way to achieve superiority on the basis of healthy competition is to establish marketing well.

Today, the number of young people wishing to receive higher education in our country is increasing year by year. In turn, based on this demand, the number of private higher education institutions and branches of foreign universities operating on an equal footing with state higher education institutions is also increasing in our country. More precisely, a strong competitive environment is also emerging in the field of providing higher education to young people. The competitive environment creates the basis for improving the quality of education, ensuring that the graduating staff is fully mature and knowledgeable.

Modern management involves the systematic development and mastery of knowledge, skills and abilities of future managers and their training, as well as the effective use and application of modern knowledge and innovations, advanced foreign experience, the widespread introduction of information and communication technologies into the educational process, and the intensive mastery of foreign languages. [2]

In an era of intense competition and globalization, the importance of marketing in higher education has emerged as a key element of institutional success. Higher education

institutions (HEIs) operate in a dynamic landscape where student aspirations, technological advancements, and financial pressures are converging to challenge traditional operating paradigms. By utilizing marketing strategies, HEIs can achieve several goals, including attracting diverse student populations, building strong institutional brands, and fostering long-term stakeholder engagement.

In the context of the globalization of the Uzbek economy, the socio-economic role of marketing in implementing a modern management system in higher education institutions is increasing. Moreover, it is important to focus on the proper implementation of marketing services in the management system of world research and higher education institutions, understanding its theoretical foundations, and properly monitoring its modern innovative development in education. Considering that marketing is an important concept in higher education institutions, we can say that it is necessary to establish a good marketing system and monitor its activities. The main reason for this is to form knowledge and skills about marketing in students and to provide them with the necessary information. However, before determining the role of marketing in higher education institutions, it is necessary to first consider its main tasks, knowing that marketing is a necessary and integral part of all the industries around us. [3]

Marketing is a complex, dynamic, multifaceted concept, which indicates that it is impossible to give a completely universal definition of marketing. Nowadays, marketing is exerting its influence in all industries around the world. According to one of the leading theorists of management, Peter Drucker, "The purpose of marketing is to eliminate the need to sell. Its purpose is to study and understand customers in such a way that goods and services are tailored to their needs and ultimately sell themselves." Most people think that marketing services are used only in the production and sale of products. In fact, in today's rapidly changing market conditions, as well as in all systems where a strong competitive environment has been created, the need for marketing services is growing by itself. Because in such an environment, the only way to achieve advantage on the basis of healthy competition is to establish marketing well. [4]

The recently existing concept of expanding the scope of higher education, improving the quality of training of highly educated specialists, introducing digital technologies and modern methods into the educational process, actively involving personnel customers in the process of training highly qualified specialists, as well as ensuring the financial independence and stability of higher educational institutions, strengthening their material and technical support, is also envisaged. This definition can also be seen directly in the case of the higher education system. Before talking about marketing, it is necessary to determine the need for the possibility and necessity of using marketing tools in education. It follows that managers and specialists are considered part of the process of directly participating in market relations in the marketing civilization, which is related to the lifestyle of market participants.[5]

The demand for marketing, taking into account the increasing competition in the educational services market, will require marketing research to assess potential demand and monitor it. The main purpose of this study is, firstly, to identify educational needs, correctly assess their satisfaction and provide educational needs. The second main purpose is to predict the future of the market and improve the quality of education, which helps to solve many of the obvious differences between education that is in demand and education that is being implemented using marketing tools. Its main advantage is that it provides a subjective position of the educational process by ensuring changes in the internal environment, that is, the convenience and success of classes, and such definitions are also very necessary in the field of marketing education.

The main directions of comprehensive market research based on marketing activities can be:

- study of demand;
- determining the structure of the market;
- study of the product;
- study of competitive conditions;
- analysis of sales forms and methods.

It is important that demand research is also an important part of the marketing process in the education system. It follows that it is important to study the level of demand for all types of equipment and necessary technologies in the field of education before introducing them to higher education institutions and applying them in marketing. [6]

Determining the market structure is an important task that follows the demand study. Because, knowing the availability of specialists in the education market who meet the requirements of the time for higher education institutions and selecting personnel with high knowledge and skills from them is an important step for work efficiency. The remaining areas are a composition of areas that complement each other and are sequentially related in their implementation. Who performs marketing functions:

- Personnel trainers;
- Consumers;
- Marketing specialists

### **Conclusion**

The role of marketing in higher education has become integral to addressing the complexities of a competitive and dynamic global environment. This study found that effective marketing strategies, particularly those that leverage digital tools, data analytics, and artificial intelligence, have a significant impact on student recruitment, institutional branding, and financial sustainability.

In conclusion, marketing is no longer an accessory to higher education, but a critical enabler for growth, innovation, and global competitiveness. By investing in data-driven, technology-enabled, and student-centered marketing strategies, higher education



institutions can address future challenges, seize emerging opportunities, and effectively fulfill their mission in an increasingly interconnected world.

In order to ensure the implementation of the priority tasks set out in the "Concept for the Development of the Higher Education System until 2030", it is necessary to establish a new marketing service in each higher education institution that can analyze current labor market offers, establish contacts with employers and foreign partners on mutually beneficial terms, and review the activities of existing marketing departments.

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