

METHODS OF ADMINISTRATIVE AND MARKETING MANAGEMENT OF EDUCATION SYSTEM

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Administrative direction predominates in education and in other branches of social sphere. It provides stability of economic systems of the state scale and of the region scale. The development of these systems creates a dissipative structure, which is important for marketing management. The method of administrative and marketing management increases the efficiency of the education system.

The coherence problem of administrative and marketing management is relevant to all branches of the social sphere. On the one hand, educational management, traditionally based on the administration, is carried out in market economy and can not use marketing methods.

The social benefits are of contradictory nature: they are consumers, individuals, organizations and the society as a whole. Current interests and long-term needs of these consumers may be in conflict. Then the aim of the state is the administrative regulation of consumption of socially important services. Moreover, the state can be regarded as a special administrative institution of the society that produces public goods, just as the company produces private goods. I.U. Zulkarnay substantiates the possibility of extending microeconomic analysis methods of the state, which is regarded as a company providing public services. Consequently, we can apply the method of marketing management to the areas of social services, which is similar to the marketing management of the company.

The objects of education management are educational and separate entities. Together they form the system of education - the integrity of interacting educational programs and state educational standards of different levels and aims, the network realizing their educational institutions, disregarding their organizational and legal forms and types, educational authorities and their branches of institutions and organizations.

For studies of the educational management we offer the notion *territorial education system* (TES) - is a structure that includes three levels of educational services appropriate to the age and educational goals of consumers: pre-

school education, basic general education and vocational education. This structure is reflected in the unity and continuity of teaching content and methods and educational activities, as well as in the unity of management, which is overseen by the administrations territory. The problem is a combination of administrative and marketing management techniques, which may be in conflict.

Management is the process of influence exercising on the system in order to enhance its effectiveness and the speed up the formation of its potential. *Administrative direction* uses various methods to influence policy (standards, orders, directives, instructions, methods of power motivation). *Marketing management* is based "firstly, on the principles of strategic planning and, secondly, on the principles of portfolio management in which each area of activity or its business unit has its own earning potential, taken as a basis for resource allocation of the subject; and, thirdly, on the principles of proper marketing, to evaluate the prospects of implementation of decisions taken on the basis of the first two principles, and directly to plan, organize and monitor their work using the system's marketing tools". **The method of administrative and marketing management (AM-management)** requires synchronous management impact on the educational system of administrative and marketing mechanisms. Being coherent waves, they reinforce each other. The lack of coordination of administrative actions and marketing TES leads to their mutual attenuation and reduces the administrative effect. Method of AM-management consist of five processes that upgrade TES to the new level of development (see figure).

* Inna V. Zakharova, PhD in Pedagogical sciences, associate Professor, of Ulyanovsk State Technical University. E-mail Inna-reg73ofrus@rambler.ru.

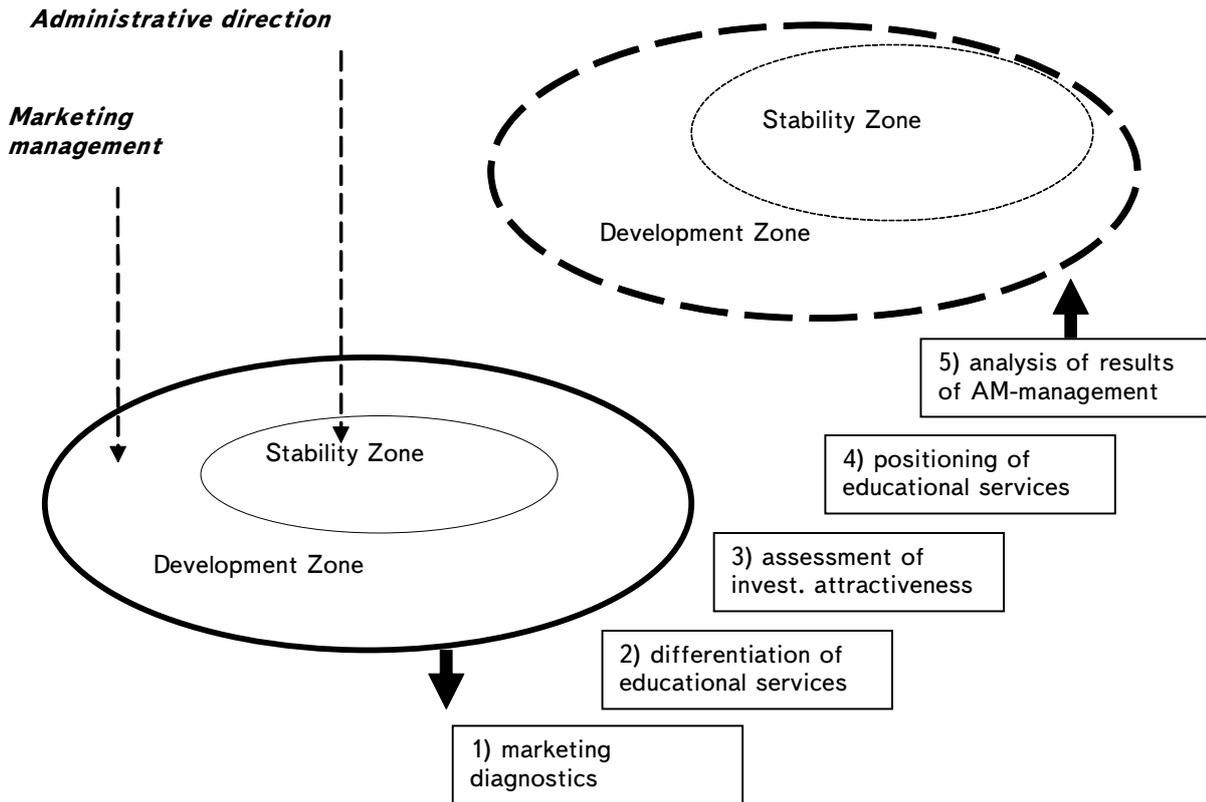


Fig. Method of administrative and marketing management in education

While the above process of AM-management are implemented in the system, which is managed by the state regulation. The effects of AM-management TES may be compared to the effects of non-profit organizations.

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