

ADAPTIBILITY AS THE FACTOR OF MARKETING STRATEGY OF HIGH SCHOOL IN MODERN MARKET ENVIRONMENT

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The issues of “economy of knowledge” and the development of adaptive marketing strategy are considered, preparing the graduates to the requirements of potential employers and labor market. High schools develop the concept of education as a flexible system which adapts to the conditions of market economy.

In the course of social development information and knowledge acquire the status of capital. Knowledge has become the major factor of development in the conditions of information society.

High schools are, thus, expected to supply qualified personnel and experts who are ready to enrich and enlarge their professional knowledge during their working life, to raise their qualification according to the employer’s demands. For this purpose high schools have to build an adaptive marketing strategy which will take into account new trends in the sphere of manufacture, labor markets and educational services.

Unfortunately, now the higher education and the market exist in different time continuums. The similar situation exists not only in our country, but also abroad. The attempts of reforms are frequent, as well as their failures.

The higher school should be able to take into account the dynamical changes in the society. All over the world the concept of education as a flexible system is changing, adapting to the new conditions of the society. Concerning adaptive marketing strategy of high schools it is possible to identify some criteria of flexibility of a high school:

◆ Technological flexibility which assumes several specializations; the more specializations, the higher the technological flexibility is.

◆ Dynamic flexibility means the reorganization of a high school to provide a completely new set of specializations.

◆ Reliability and flexibility as the ability to continue the process of training the experts of the given group even if separate components of the structure of educational system cannot function.

◆ Structural flexibility is connected with the ability to vary the sequence and separate elements of training process within the framework of one group of directions, etc.

In these conditions the high school has to face the following two problems. One of them is the question of forecasting the market needs in terms of the quantity and the quality of experts. The other problem is connected with the duration and the quality of training which should not lag behind the changes of technologies in the manufacturing. For this purpose it is necessary to take into account the interaction of the system of training in high school and the surrounding market environment.

Another solution is the development of an adaptive marketing strategy which will allow to adjust both the quantity and the quality of the experts.

It is considered, that the Russian educational standard regulates basically the parameters of the process of training, instead of the requirements of labor market. Market relations in the sphere of educational services have taken the issue of the quality of high school graduates to a new level. Market conditions have highlighted the parity between the supply and the demand for graduates of certain specialities and certain quality of training.

The quality of training as a value actually makes the basis for the formation of adaptive marketing in high school. Another factor is constant improvement of scientific and methodical activity. In addition, internal quality management of educational service is also important.

Educational service has an important ability of creating the human capital, and influencing the formation of more qualified and productive workforce. Therefore, the abilities of the gradu-

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ates, which are, in fact, the characteristics influencing the level of their competitiveness on the labor market, depend on the level of mastering the material and on the volume of the received practical skills. These are also the certificate of competitiveness of the educational product provided by a high school.

The marketing of educational services is a socially focused process. In the modern world, people with higher educational level get more favorable and highly paid jobs. Adaptive marketing promotes strengthening of competitiveness of high school which aspires to satisfy the educational needs of the population, and to correspond to the standards of qualitative training.

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