

DEVELOPMENT OF ADAPTIVE MARKETING STRATEGY OF HIGH SCHOOL

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Keywords: adaptation, marketing, the market of educational services, stable market environment, hyper turbulent environment, adaptive marketing strategy, tools of marketing strategy.

The author of the article examines marketing strategy and defines the analysis of adaptive marketing strategy of high schools which promotes the development of the market of educational services. The purpose of applying the adaptive marketing strategy is the stabilization of the work of high schools in the situation of unstable market environment.

The development of economy influences the development of educational institutions, frequently pushing them to updating. So in 1997 Palermo participants of the conference "The European program of changes in higher education in XX century" came to the conclusion about the necessity of reform education in connection with the need to adapt education for varying social and economic realities and society needs. Russia has come to understanding education as a flexible adaptive system adapting to changing external or internal conditions.

Adaptation of high schools to updating social and economic conditions is a process of preservation of their functional characteristics in the situation of the change of environment. The key moments of the process of adaptive management of high school in the hyper turbulent environment are:

- 1) preservation and prolongation of life cycle due to the increase in adaptation to the environment;
- 2) increase in adaptation of high school due to search and realizations of the opportunities which are taking place in the environment;
- 3) increase in adaptability of high school due to overcoming the break between its required and real potential (internal efficiency).

The problem of adaptive marketing strategy of high schools is connected with the development of such control system at which the maximum productivity of high school is provided. Changing the parameters of external and internal environment of high schools (so-called indignations) we influence the object of management and a control system. The optimum at their occurrence is broken, and quality management (productivity) falls. The problem can probably be solved in two basic ways: by achieving the synthesis of a control system and manage-

ment object tolerant to indignations; and by search of the synthesis of adaptive system, changing the law of management depending on occurring indignations. The adaptation of high school marketing assumes the adaptation to the changes of the educational services market, the decisions of Federal agency by education, an economic situation, labor market requirements, new technologies of training and control. Adaptive marketing strategy of high school - a component of high school strategy is aimed at development and manufacture.

For the formation of the effective marketing strategy it is necessary to systematize the existing approaches and formulate the necessary tools of solving problems. Among the tools of forming the marketing strategy of high school are: revealing the image and position of high school; environment analysis; the control of the actions of competitors; the analysis of the requirements and preferences of the consumers of educational services; definition of high school positions in the educational services market; forecasting the expenses of high school on the implementation of marketing strategy. Marketing strategy of high school is considered as the long-term qualitatively certain direction of high school development, concerning the sphere of granting educational services, means and forms of its activity, the system of attitudes, and also a position of high school in the market environment.

1. The marketing strategy of high school management collides with three problems connected with the position of high school in service market: what programs to take off; what educational programs to continue; what forms of work to develop in long term strategy to satisfy the education needs, vocational training, training or retraining of personnel, and how

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to reach the social effect in the society. The analysis of the portfolio of educational programs helps to versatile high school in distribution of resources between the various markets. Marketing activity of high school represents the process of the effective communications touching the broad audience of interested people, groups of the population inside and outside the high school.

The development of high school in the markets of educational services shows the necessity of its constant adaptation. High schools which have not implemented this necessity and actively do not join marketing activity, can come

across great disadvantages in the future, and lose their competitiveness in the market of educational services.

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