

## MODERN MARKETING TENDENCIES OF HIGH SCHOOLS DEVELOPMENT IN COMPETITIVE ENVIRONMENT CONDITIONS

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The issues of high schools marketing concern external and internal environment, competitiveness of graduates on a labour market and their preparations according to employers' requirements.

Nowadays, formation is put forward on the first place among the factors of mankind development that is connected with prompt increase in a role of knowledge in economic development of the countries, which in many respects advances the importance of means of production and natural resources. By estimations of the World Bank, the physical capital in modern economy forms 16 % of total amount of riches of each country, natural - 20 %, and the human capital - 64 %. In Japan and Germany, the share of the human capital makes up to 80 % of national riches. Now values in the developed countries of the world are created at the expense of increase of productivity and use of innovations, i.e. applications of knowledge in practice. Economic prosperity more and more depends on ability to extract new knowledge and to apply them in life. Along with social functions formation carries out such important economic functions as:

1. Formation and perfection of productive forces of a society, as systems of subjective (people) and objective (means of production) factors necessary for transformation of substances of the nature in ready products, directed to satisfaction of human requirements.

2. Maintenance of quality of economic growth, as a necessary base for maintenance of human life quality. Now there is a considerable rupture between the separate countries and regions, both in rates, and in economic growth.

3. Maintenance of a continuity of economic development process with a possibility of its

acceleration. Firstly, preceding growth of well-being has provided a high standard of living of a considerable part of the population of the developed countries, and the aspiration to perfection of their own person began to dominate in system of values of the increasing number of people. Secondly, development of new industrial forms, requiring mastering of the increasing quantity of the information, demands constant increase in educational level, accumulation of new knowledge. Thirdly, in a modern society, with its advanced industrial methods, possession with the information and ability of new knowledge production become the important source of a social recognition and a necessary condition of an inclusiveness of the person in structure of social groups dominating.

4. Adaptation of the person to changing economic and technological space.

Ability of the country to participate in development of a global information society in many respects is defined by the presence of necessary human potential - with a high educational level of the population, ability of people to collect, process and effectively use the information. From the point of view of human resources Russia is very rich and has high potential. On the one hand, the given economic category includes a set of knowledge, abilities, the skills that have been saved up by the world community, and on the other hand, it is a set of the means invested by the country and managing subjects in development of human abilities, in their reproduction and perfection.

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\* Irina I. Topilina, a senior lecturer at Taganrog State Pedagogical Institute. E-mail: topilina2003@mail.ru.