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THEORETICAL BASIS OF THE APPLICATION OF MARKETING APPROACHES AND PRINCIPLES IN THE EDUCATIONAL SYSTEM

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Abstract: This article examines the main aspects of marketing education, its social and psychological characteristics that determine its behavior in the market, consumer, analysis of supply and demand, search for ways to balance them, identification of unused opportunities in the consumer market, and the specific characteristics of educational services - the main product of the education system.

Keywords: Marketing, education system, demand, opportunity, improvement, concept, quality.

Introduction. The sphere of education and science has been identified as one of the priority areas of the Strategy of Actions for the Socio-Economic Development of Uzbekistan for 2017-2021. This strategy includes continuing the path of further improving the system of continuing education,The requirements of the international labor market, the acceleration of integration processes, digitalization, and technological revolutions in industry have required the training of competitive middle-level specialists with qualifications and skills that meet the requirements of the time, a new system in the field of vocational education - a professional education system that meets international standards. As a result, state policy in the field of vocational education has also fundamentally changed. Our President, Sh. Mirziyoyev, has set the goals and priorities for implementing fundamental reforms in the field and establishing a modern professional education system, in short, a new mission for the field.

The essence of this mission is to develop human resources in a new quality and format, to form practical qualifications in young people that are required by the domestic and foreign labor markets, and to enhance their love for the Motherland and loyalty to their people.

Analysis of literature on the topic. An analysis of the existing literature on marketing principles in the education system shows the need to improve modern marketing principles, brand promotion methods, and a flexible approach to consumer demands. About marketing principles, expert RGIbragimovAmong them, we can include such famous scientists as F. Kotler, David Aeker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R.Ibragimov, YO.Abdullaev, A.Saliev, M.Sharifkhodjaev, D.Rakhimova, Sh.Ergashkhodjaeva, Sh.Musayeva and others.

Research methodology. The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

Analysis and results. The emergence of a market for various attractive educational services and products in the education system of our country has posed a completely new task for entities

providing educational services and producing educational products: a new, scientifically based approach to education management is needed. This approach consists in offering an integrated package of services among participants in the educational services market.

Marketing in education performs three functions in the economy:

1. The special importance of education in economic development. Modern technologies determine the upper limits of the economic development of society. However, their spread depends on the educational system and level of the population. Consequently, marketing is associated with the dissemination of advanced educational ideas;

2. The development of education as a branch of the economy and an institution of every state. The wider the range of educational services and products, the higher their quality and accessibility, the higher the standard of living of society. Consequently, the development of the education system directly depends on the marketing tools used;

3. Educational institutions are, as a rule, financed from budgets and funds received through the collection of fees for educational services. The limited possibilities of budgets in a transitional economy determine the development of the marketing of paid educational services.

Given the increasing competition in the market of educational services and products, to assess potential demand, you should resort to marketing research methods. The purpose of marketing research is to identify prospective educational needs, assess their satisfaction, test hypotheses and predict consumer behavior. In this regard, it makes sense to apply the methodology of conducting marketing research to analyze educational needs. Therefore, the second problem that needs to be solved is to conduct marketing research and study market prospects.

By activating the classic elements of marketing, market segmentation can be implemented, promoting services using marketing communications, and solving the problem of matching the educational needs of the target audience and the capabilities of the educational institution.

The educational program, which is being implemented to ensure the quality of education, uses marketing tools to bridge the gap between reality and desired educational outcomes. It proposes the following:

1 – Table

Educational programs implemented to ensure the quality of education

Provides significant changes in interaction with the external environment:	The following provide fundamental changes in the internal environment:
Openness of the operating system in the services sector;	Ease and success of training;
Focusing education on public needs;	Realization of the subjective position of all participants in the educational process;
Adequacy and timeliness of measures taken in response to environmental change;	Developing tolerance among participants in the educational process;
Actively seek sources of support from social partners and additional resources (financial, informational, material and technical, didactic, etc.);	Implementing effective educational technologies;
Repetition in the educational process of socio-economic relations that dominate	The optimal ratio of various types of student activity, his intellectual, emotional

society.	and physical activity;
	Students have the opportunity to choose their educational path and educational content (except for the state standard component).

The stage of preparation for significant changes requires the establishment of a marketing department in professional educational services. Because the market for educational services is expanding day by day. The emergence of private educational institutions creates strong competition, which in turn creates a demand for marketing and marketing research.

MarketingThe term comes from the English word "market", which literally means "market activity". This term appeared in the economic literature of the United States at the end of the 19th century. Its emergence and use were associated with the need to improve the management system of existing activities in the market. Marketing as an independent field of activity and science emerged at the beginning of the 20th century. The famous marketing theorist Philip Kotler developed the semantics of the concept of "marketing", its principles, functions, elements of marketing activity and its goals, the marketing mix. The goal of the marketing system is to determine the maximum possible consumption of goods and services, achieve maximum consumer satisfaction, offer the widest possible choice, maximize the quality of goods and services, and expand the range of its consumers.

Marketing principles are a set of basic conditions and requirements that reveal the fundamental essence of marketing. Based on the essence of marketing, the following principles are considered fundamental in marketing activities.

- "The consumer is king."
- "It's not about selling manufactured products, but about making products that are sold."
- "With the creation of a product, it is also necessary to create its consumer."
- "We need to take a differentiated approach to commodity markets."
- "A company should earn its own profit and reputation only by satisfying consumer demand."

Approaches to the principles include:

- Producing what the consumer needs.
- Entering the market not with goods and services, but with tools that solve consumer problems.
- Establishing the production of goods and services after consumers have studied the demand.
- Accelerate the launch of its activities.
- Using a targeted, programmatic and integrated approach to achieve set goals.
- Applying tactics and strategies at the right time to adapt the product to market demands, and effectively applying marketing throughout the process until the product reaches the consumer.
- Strengthening the market position of the product by providing the company with long-term effective communication.
- Taking into account the social and economic factors of production at each stage of the life cycle of goods and services.
- Develop a business plan based on the market.
- Coordination of supply and demand by establishing cross-sector integration.
- Actively work to strengthen the company's competitive advantages and image.

Thus, marketing principles are rules that define the basic requirements for the meaning of marketing.

In modern marketing, “We do not offer goods (services), but solve consumer problems!” To solve what problems does a person resort to offering educational services and products? The existing education system to date has practically not solved this issue, although the educational problems of the individual are quite rare. Marketing activities are mainly based on the general principles of marketing, but due to the specific characteristics of the product, it has a number of differences. Thus, marketing in education is a complex of research, planning, implementation and monitoring of developed programs, the implementation of which involves voluntary interaction with target markets in order to achieve the goals of the educational institution.

The main thing in marketing education is the analysis of the consumer, his social and psychological characteristics that determine his behavior in the market, the analysis of supply and demand, the search for ways to balance them, the identification of untapped opportunities in the consumer market. The specificity of marketing in education is primarily associated with the specific nature of the main product of the education system - educational services. Educational services satisfy the needs of the individual (end user), group (employers) and public .

The intangibility of a service means that it cannot be demonstrated, that is, it cannot be seen, tasted, touched, heard, or smelled before receiving it. The lack of tangible characteristics of a service before purchasing it increases the level of uncertainty in purchasing. To reduce this, customers look for “signals” of service quality.

The inseparability of a service means that it cannot be separated from its source, regardless of whether the service is provided by a person or a machine. Since the consumer is always involved in the production of the service, the interaction with the supplier (teacher) is a separate area of service marketing. The teacher's ability to communicate with students affects their performance. The second characteristic feature of the inseparability of services is their participation in the provision of services to other consumers. When one person uses the service, students in the audience are present. Their behavior determines the level of satisfaction of people with the service. Therefore, the task of the service provider is to ensure that users of some educational services do not interfere with other consumers in obtaining quality information.

Variability in service quality means that its quality can vary greatly depending on who, when, where and how it is provided. It is very difficult to monitor the quality of services, especially educational services. The quality of the service provided by one teacher varies in quality depending on his physical appearance and mood during communication with students. The administration of the educational institution should constantly monitor the level of satisfaction of students with the quality of the educational process through questionnaires and monitoring of learning outcomes.

The fragility of a service means that it cannot be stored for later sale or use. If the demand for it is stable enough, durability does not pose any specific problems. However, if the demand is subject to various fluctuations, the educational institution will face problems (for example, the problem of the number of teachers). It is characteristic of educational services that educational information is prepared and stored in handouts, books, cassettes and electronic disks. However, it should be noted that knowledge quickly becomes obsolete.

New conditions for the provision of educational services have simultaneously necessitated the restructuring of the entire activity of educational institutions. Today, the market in the field of education has approached the "marketing point", that is: the volume of accumulated supply has balanced the demand for the previous solvency and has begun to exceed it; a differentiated demand for educational services has been formed; the infrastructure of the educational services market has

developed; the country's and regional authorities are unable to provide educational institutions with sufficient financial support and have to resort to marketing in order to "survive".

Thus, there is a need to introduce a marketing approach in the education sector at the present time. In such a situation, public organizations using marketing tools can win the competition and take their rightful place in the market: they study supply and demand, balance the "product portfolio" of educational services and products, offer prices that meet solvency and demand, and conduct a communication policy.

The market for educational services and products is a system of supply and demand relations of forms and means of satisfying educational needs, based on a set of conditions that ensure the provision of these services offered by educational institutions, in close contact with the consumer and producer of educational services and products offered by educational institutions, methodological support, material base.

The market activity of educational institutions is at its age, therefore, the type of educational market can be defined as a purely competitive market. Research shows that there should be a monopolistic competitive market in the educational space. It is such a market that requires the development of marketing activities for the intermediary activities of licensing bodies that control the reputation of educational institutions and the quality of the services offered.

The basis of marketing is the following concepts: the concept of improving educational production; the concept of improving products - educational services; the concept of intensifying commercial efforts (advertising, contracts, application-research, paid educational activities); the concept of consumer orientation, the concept of socio-ethical marketing (social protection of the consumer).

The concept of improving production in the field of education is associated with two interrelated trends: an increase in the number of schools with various (and non-state) forms of ownership; expanding the list of educational services by introducing additional services (including paid) in existing state educational institutions. The presence of these trends gives potential consumers of educational services the opportunity to choose an educational institution for educational services based on price, quality, creates competition in the educational services market. The concept of improving the product (product, service) in education implies a shift in focus to the content of education. This becomes especially relevant in connection with the introduction of the state educational standard. In order to ensure the social protection of a graduate, an educational institution must have high-quality training not only for a promising profession, but also for work, but also for life in market conditions.

Competition in the educational services market has led many educational institutions (especially those providing paid educational services) to the need to apply the concept of increased commercial activity: various types of attracting potential consumers are widespread - advertising, professional information.

In conclusion, the principles and concept of marketing require that consumers of educational services and products be in the center of attention. In order for an educational institution to be in demand, it must, first of all, study educational needs, and secondly, satisfy them and be better than other educational institutions. This can be achieved if the educational needs of the population are met. But the state, being not only the main investor in education, but also the guarantor of the quality of education, also sets its own requirements for itself - to educate not only a professional, but also a citizen who can actively live in a socio-market economy. The dialectical relationship of the interests of the state, the consumer of educational services and educational institutions is reflected in the concept of social and ethical marketing.

Modern marketing is designed for a comprehensive and systematic approach to the management of an educational institution and the quality of the result - the level of graduate training. Marketing is carried out through marketing research, promotion of educational services to the final consumer, and financial support for education.

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