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MODELS OF MARKETING ACTIVITIES IN HIGHER PEDAGOGICAL EDUCATIONAL INSTITUTIONS

Abstract. This article examines the models of marketing activities in higher pedagogical educational institutions. The research focuses on the efficient use of international experiences in this field and the necessity of applying such models in the Republic of Azerbaijan. Global changes in the education sector in the modern world compel higher education institutions to reconsider their management strategies and build more effective operational mechanisms. In particular, the establishment of marketing services for pedagogical educational institutions plays a significant role in enhancing their reputation in society, expanding the student body and contributing to the preparation of professional staff in line with labor market demands. Higher pedagogical educational institutions are increasingly becoming competitive entities within the modern education market. The expansion of students' choices, the development of distance learning, and international education programs require local universities and pedagogical institutes to organize their marketing activities more effectively. Therefore, the application of modern marketing strategies is of great importance for increasing the attractiveness of higher pedagogical institutions, promoting educational services to a wider audience, and informing potential students. The correct implementation of marketing strategies helps higher pedagogical educational institutions promote their services to a broader audience, improve the efficiency of student admissions, and enhance graduates' employment opportunities. A successful marketing policy of educational institutions highlights their contribution to society, creates favorable conditions for attracting new investments to improve the quality of education, and at the same time allows the institution to present its academic and innovative potential to a wider audience. Research in this field shows that higher education institutions in developed countries employ various strategies to organize

marketing services. Among these strategies, special emphasis is placed on branding and reputation-building of universities, the use of digital marketing tools, effective use of social media and online advertising, improvement of student-oriented services, and the expansion of international cooperation. Although certain steps have been taken in Azerbaijan toward the development of the marketing system of higher pedagogical institutions, there remains a need for a more systematic approach and the application of scientifically substantiated models. In particular, for the improvement of educational marketing in the pedagogical sphere, it is important to strengthen competition among universities, ensure broader use of modern technologies and digital platforms, enhance public relations of educational institutions, and develop strategies aimed at attracting foreign students. At the same time, it should be noted that research on the organization of marketing services in higher pedagogical institutions is not yet fully developed. The creation of new models in this field, the application of modern approaches, and the adoption of contemporary marketing strategies by higher pedagogical institutions to increase their competitiveness are of great significance. Therefore, the relevance and depth of study of this topic are high, since the effective organization of marketing services is one of the key conditions for the successful development of higher pedagogical institutions. This article analyzes existing approaches to the organization and development of marketing services in higher pedagogical institutions and identifies new scientific-practical directions. For the first time, the conceptual foundations of the systematic organization of marketing services in higher pedagogical institutions have been developed. Existing educational marketing models have been reviewed, and a new marketing strategy adapted to the specific features of pedagogical institutions has been proposed.

Keywords: Marketing activities in pedagogical universities; marketing models; international programs; modern requirements; students; knowledge; experience.

INTRODUCTION / ВСТУП

Statement of the problem / Постановка проблеми. The current development process of higher pedagogical education forces universities to create a marketing structure and creates all conditions for their effectual work. Based on the experience of foreign universities, the marketing management of foreign universities is divided into several structures that specialize and have

similar core activities: management of corporate and incoming data, control over its use; advertising services (publications, websites, etc.); creation of corporate style and symbol of the university; promotion of educational programs; work with the media; organization of university conferences and seminars; conducting marketing research; creation of photo archives and funds, sometimes video and photo sessions. The following conclusions can be drawn about the characteristics of the university's marketing management. Many universities have their own departments engaged in marketing management, marketing services, marketing and communication departments, administrative and marketing structures, external and internal communication departments, etc. If the university does not have a department or structure responsible for marketing activities, these activities are carried out by other departments. In most cases, the functions of the marketing activities of the educational institution are performed by the international relations department, the strategic planning and development department, the public relations department and etc. The practice of creating individual structures for the activities of the marketing department is widespread in universities. For example, a university's marketing department includes news, media broadcasting, event management, publishing, advertising, and media planning. I would like to note that the universities with these departments and divisions are among the most popular higher education institutions in the world and keep pace with the times. Therefore, the requirement for the introduction of marketing services in pedagogical universities operating in our country, along with increasing the overall image of the educational institution, the interest of the state, will help it to take a special place in the education market. The university's marketing activities should be an information and functional centre. Its activities should be based on the most satisfactory international practices and adapted to the market conditions of the university. There must be a direct and indirect link between the university's strategy and marketing activities.

Analysis of (major) recent research and publications / Аналіз (основних) останніх досліджень і публікацій. In Azerbaijan, this problem has been studied in the research works of Sh. Axundov [1], Kh. Karimov [2], Kh. Yahudov [3], İ. Seyfullayev [4] and others. In his work *“Fundamentals of Marketing”*, Sh. Axundov [1] notes that «Marketing, on the one hand, is one of the main tools for implementing a sustainable development plan in the future, and on the other hand, it affects the key elements of the strategic management system». This is justified as follows:

a) both strategic management and marketing are primarily management activities;

b) marketing is directly related to the current mission of the university, the basic principles of its activities;

c) In most cases, the future goals of the university cover the needs of the education market, including marketing;

d) strategic changes are primarily related to marketing as an innovative and dynamic structure.

AIM AND TASKS / МЕТА ТА ЗАВДАННЯ

The **main** purpose of the research is to study the mechanisms of organizing and developing marketing services in higher pedagogical education institutions, to identify ways of increasing the competitiveness of these institutions through the application of modern marketing strategies, and to put forward relevant proposals.

To achieve this goal, the following **objectives** are defined:

- to examine the essence and significance of marketing services in higher pedagogical education institutions;
- to study the theoretical and practical foundations of marketing in the field of education;
- to analyze the current state of marketing activities in higher pedagogical education institutions;
- to evaluate the effectiveness of marketing strategies of higher pedagogical education institutions;
- to investigate the application of digital marketing and innovative marketing tools;
- to determine the impact of marketing services on the development of higher pedagogical education institutions.

THEORETICAL FRAMEWORK / ТЕОРЕТИЧНІ ОСНОВИ

In order to organize the activities of the marketing department, it is necessary to develop a new work plan for university management based on the creation of normative legal acts of this department within the university and the analysis of its activities. The measures in the work plan are determined by the direction of activity of the marketing department and its structures, ie they are created for the implementation of this direction.

The work process of the marketing planning and control sector consists of: marketing planning, control of marketing activities, the work process of marketing research, marketing monitoring of the university environment, monitoring of university goods and services, marketing research.

The work process of the sector or unit within the marketing department should be: university goods, formation of marketing documents for activities, scientific, technical and service marketing consulting at the university.

The work process of the presentation sector or department in the department consists of: advertising, public relations, university services. Quality management and management decision-making should be reflected in the effectiveness of each business process in the marketing department in accordance with the ideology of the management process approach [2].

Marketing management in higher pedagogical educational institutions is a set of activities aimed at organizing marketing work in higher pedagogical educational institutions. Marketing management in educational institutions should cover the following procedures:

1) Analysis of market opportunities of educational institutions (marketing research of the market of educational services; marketing environment of the educational institution; market of individual consumers of educational services; market of cooperative consumers of educational services).

2) Selection of the target market of any higher education institution (determination of the volume of demand for educational services; fragmentation of the market of educational services; placement in the market of educational services).

3) Development of marketing activities in educational institutions (creation of an organized marketing management structure; development of educational services; cost of educational services; development of technology to promote educational activities).

4) Ensuring effective implementation of marketing activities (planning of marketing activities; control over the implementation of marketing activities; operational regulation of marketing activities) [4].

The organization of marketing activities includes:

- creation of an organized structure of marketing management;
- recruitment of qualified marketers;
- creating conditions for the effective work of marketers;
- effective work of marketing activities with other structural units of the organization.

A highly specialized higher education institution with a network of several branches will need a structured department for marketing management. The main functional marketing activities in the universities working in the field of pedagogy will create the need to take appropriate measures to develop the goals and objectives of the overall marketing policy of the university and to link it with

the education market. In addition, the head of the marketing department of the pedagogical university branch should be responsible for the development and implementation of marketing plans and strategies for educational activities and services in the relevant field.

Specialists working in this department must prepare a marketing plan of the pedagogical university, show the design and development line of an organized structure of marketing activities. An organizational structure should be formed in the marketing department to ensure the management of employees' activities in this area. Several models should be developed and submitted to the university administration to coordinate and regulate the views, opinions and activities of the department staff on the development of this field [3].

Higher pedagogical university marketing is an activity aimed at achieving the goals of the university in the field of scientific and technical innovations, the education market, as well as the labor market of the higher education institution specializing in this field. Higher pedagogical educational institution (university) is a subject of market relations as industry, trade and other structures. Its main products are educational services, scientific and technical research and specialist training. Competition in the education market makes it important to find and apply a number of marketing models in the country and abroad. The ultimate goal is to ensure that educational institutions meet modern requirements for the international, including the local education market. This can be noted as follows:

- availability of marketing models;
- training for the search for experienced employees in marketing and training of new staff;
- Preparation, structure, content of "Regulations on marketing department";
- research of local and international education market;
- development and improvement of higher education marketing strategy in the pedagogical field
- improving the activities of the marketing department

Use of marketing in the activities of the university: determines the needs of the university in the market; promotes the university's development strategy; represents the image of the university; helps to assess the market ranking of universities; helps to strengthen the position of universities in the market; helps meet the needs of target consumer groups. The purpose of the university's marketing activities is: to form the university's ability to develop effectively in market conditions; create the whole system of the university and its structures, to ensure market orientation [2].

The main directions of the university's marketing activities are: the study of the labour market, demand for each speciality, the trend of changing the structure and content of specialities in the market of educational services; the opening of required new specialities; studying the needs of society and the state; maintaining the competitiveness of the university.

Finding an additional source of funding for the university based on the university's potential should be additional work, not the main marketing activity. As with any marketing strategy, the university's marketing strategy analyzes the university's strengths and weaknesses, market opportunities and threats, competitors and characteristics, and increases its competitive advantage based on this analysis (Figure). Each of these areas is linked to a list of questions that need to be answered and done. Marketing research should be able to answer all the questions shown in Figure.

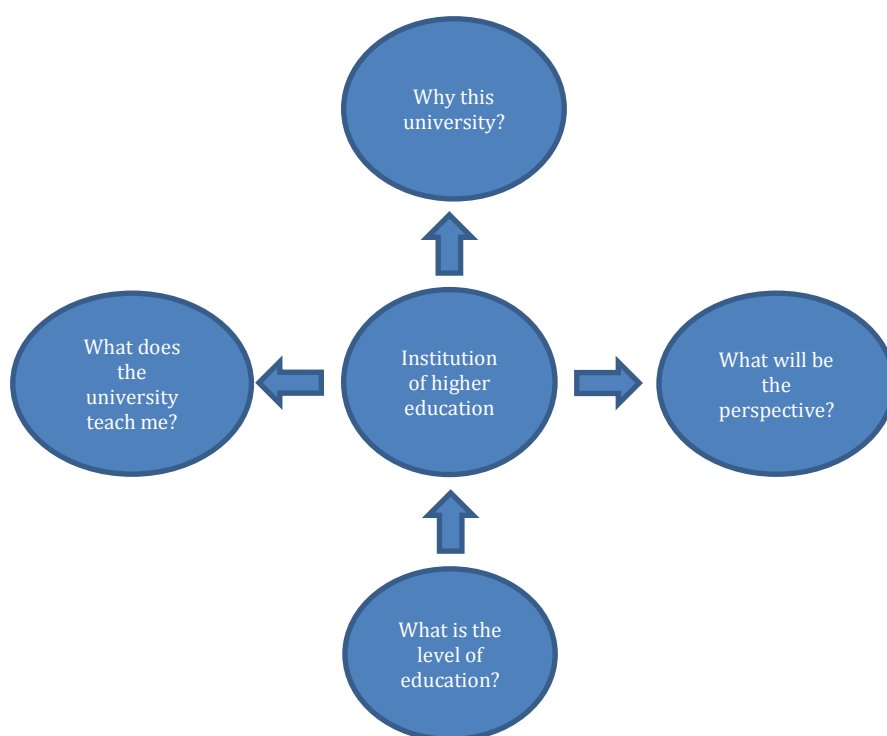


Figure Marketing research questions.

The answers to these questions should be run, which in turn should meet the needs and services of the university in the field of education in the market and allow them to be placed. It is not enough to produce a product in a market environment, one of the tasks of the marketing department is to prepare experts who promote market-tested knowledge, experience and services in this area, proposals that will answer the questions, will be able to constantly study the

market and will shape the field in accordance with the requirements of the modern world.

As the university operates in three types of markets, it is necessary to conduct marketing activities in each of these areas. In all segments of the education market, first of all, the activities of the faculties in the field of science and education are taken as a basis. Within these segments, they can work on smaller issues in the areas of activity of the department, center, laboratory.

Given the differences between the activities of higher education institutions in the scientific, technical and pedagogical fields, it is generally impossible to take into account the market segments in which a university, faculty, department or laboratory operates within integrated segments. For example, the information technology market, the radio electronics market, the medical equipment market segment have different characteristics, opportunities and needs. In addition to the above areas, marketing activities should be carried out in the field of higher pedagogical education (marketing research, product line formation, promotion).

Determining the direction of this activity, taking into account the integrated segments of the education market, significantly expands the scope of marketing activities of the university operating in the field of pedagogy. Many universities carry out marketing activities for a certain period of time, but in most cases inefficient and unsystematic work manifests itself. Today, many universities have public relations departments, advertising departments, and departments that organize exhibition activities.

However, this is the minimum set of functions that each university must perform in a market environment. These services are only part of the university's marketing activities and are only related to the promotion of the university's goods and services. Not all universities are involved in this area of activity, ie the relationship between marketing research and the study of the results of the formation of services and products required in the university market and their placement on the market. According to the university's standard rules, the Academic Council decides what quality and training areas the university will develop and what educational services it will provide. Administrative institutions do not interfere.

The management of the higher education institution accepts and approves the demand for new specialties. The Scientific Council and the departments of the higher education institution are responsible for the state educational standards. In addition to the training materials provided in the field of marketing for students and employees, courses on the basics of marketing activities will also bear fruit. In general, the application of such models is consistent with the education system and creates opportunities for the opening of such trainings and

courses at pedagogical universities, as well as colleges. The effectiveness of the university is determined by the work of marketing services that study the processes taking place in the labor market and the market of educational services.

This structure of university management, improving the quality of the educational process, marketing activities in the pedagogical field in higher education institutions should be formed. If marketing activities cover all structural units of the university, marketing activities will give positive results, ie a positive result can be achieved only if the university has special marketing experience. In this case, marketing models will be a factual indicator for the development of universities operating in the field of pedagogy, as well as important as an information and analytical tool to provide this field. University marketing activities are an important part of existing management activities [5].

The main objectives of marketing activities are: effectively meet the needs of target consumer groups; expanding the market of educational services; ensuring the competitiveness and quality of training of future professionals. It is necessary to help shape the emerging education market and change marketing misconceptions, including marketing staff, consumers, intermediaries, regulation and support.

One of the main misconceptions is that marketing has nothing to do with knowledge, it is just a market tool. In line with the modern market economy, education is attractive to individuals, educational institutions, employers, the state and society through education marketing. Marketing helps the non-specialist consumer: it allows you to make the right choice with many offers and services of educational services.

Education marketing is one of the objects of educational technology used in the direction of educational standards and providing quality services. Marketing helps to create additional motivation and incentives for potential customers who are less successful than others, and to get rid of the idea that some topics (often in the humanities) need to be "saved". Marketing leads to the development of cooperation that reflects the positive effects of competition. Finally, marketing also enables teachers and students to see their future well-being as a result of their interactions with staff in the field, as well as developing a higher education institution in the pedagogical field.

Due to the increase in the number of universities in our time, competition in the education market continues unabated. In the current market environment, it is impossible to compete with prices, because the university is beginning to pay more attention to market movements and the opening of marketing departments to increase efficiency. This will allow them to work successfully in market conditions, effectively attract applicants and look for new educational markets.

However, local universities in Azerbaijan are in no hurry to open marketing departments, preferring strategic analysis and planning departments.

Higher education institutions of our country, which set high goals and want to join the ranks of universities around the world, should include marketing activities in their structures and follow the experience of foreign marketing management models. Increasing the role of marketing and competitive advantage in pedagogical universities in the Republic of Azerbaijan, influencing potential stakeholders, attracting investors from the state and various organizations, expanding the university's international relations and making a profit are among the goals of every higher education institution. As an example, consider the experience of foreign universities. For example, there is a lot of experience and model in creating marketing departments in US universities.

The country's higher education system is characterized by a commercial base, transparency, multinationality, reliability and prestige. One of the best examples is Boston University's Department of Marketing Management. The university has marketing and communication departments. The Marketing and Communications Department develops the university's strategic and tactical work plans and communicates them to other structures and partners.

The successful work of this structure is based on the professionalism and creativity of its employees, achieving high results. The Department of Marketing and Communications consists of eight main departments and consists of several special additional departments responsible for media, publications, the internet, video, etc. and internal and external communications (communications) of the university [7].

Boston University Department of Marketing and Communication:

- 1) office of the Vice President for Marketing and Communications Management;
- 2) video production department of the university;
- 3) university website support group;
- 4) technical groups (technical support (technical service) services, technical support of the educational process and providing the audience with the necessary video, audio materials and equipment, providing the educational process with technical means);
- 5) public relations department;
- 6) strategic communication department (centralized source of information for employees, students and partners, creative services: design and publishing services, editorial, services for the development and consumption of new Internet technologies, photo laboratory).

The next analysis of the marketing management of the Australian University shows that special attention is paid to the management of internal and external information of the university, ie the acquisition, processing, distribution and control of information. The purpose of this event is to improve the process of information transfer and efficient use in the structure of the university. The oldest university in Sydney has a marketing department and is responsible for two departments: the publishing department and the university's head of infrastructure. The positive aspect of marketing management practice is the consultation of the whole structure, the optimization of the university structure. Unfortunately, not all universities have a specific structure for organizing and managing marketing research [7].

The peculiarity of *English universities* is that in higher education (structure, service, relations with other structures) the information about the structure responsible for marketing is generally closed. Virtually all universities have the same structure to manage the marketing of educational and research activities. Take the University of Birmingham as an example. The marketing structure is part of the University's Department of Education. The main functions of the marketing department are: personnel department and student admission service, international department, advertising department (design and publication), marketing research department (methods, forms, sources). A distinctive feature of the organization of marketing activities at the University of Birmingham is that the marketing department includes a human resources department and a student admission service. The main force of marketing management in UK universities is public relations aimed at improving advertising.

RESEARCH METHODS / МЕТОДИ ДОСЛІДЖЕННЯ

A number of scientific research methods were used in conducting this study. First of all, the theoretical research method was applied. Within the framework of this method, existing scientific literature, international experiences, state policies, and normative-legal documents related to the organization of marketing services in higher pedagogical education institutions were analyzed. Various research sources were studied to explore the scientific foundations of the topic and world practice.

In addition, the comparative analysis method was also employed. Models related to the organization of marketing services in higher pedagogical education institutions in different countries were studied, and their advantages and shortcomings were identified. The marketing approaches of Azerbaijan's higher pedagogical education institutions were compared with international experience, and the most optimal strategies applicable to local institutions were determined.

The main part of the research was based on empirical methods. To determine the effectiveness of marketing services in higher pedagogical education institutions and to study the real situation, surveys were conducted with various respondent groups. For this purpose, a questionnaire was administered via the Google Forms platform among students, graduates, and academic staff. The results of the surveys made it possible to identify the impact of marketing strategies of higher pedagogical education institutions, the factors prioritized by students when choosing a university, and the effectiveness of higher education institutions' advertising and promotional activities.

RESEARCH RESULTS / РЕЗУЛЬТАТИ ДОСЛІДЖЕННЯ

The research revealed that the effective organization of marketing services in higher pedagogical education institutions is a crucial factor for enhancing their competitiveness, improving student recruitment strategies, and accelerating the overall development process. In the modern education market, the decline in interest in pedagogical specialties and the expansion of alternative educational opportunities necessitate that higher pedagogical institutions structure their activities in a more flexible and market-oriented way.

The studies showed that a successful marketing strategy of higher pedagogical education institutions should not be limited to advertising activities alone. It is a process that requires a comprehensive and systematic approach. Marketing activities should encompass building relations between pedagogical education institutions and society, forming a brand strategy, applying digital marketing tools, developing public relations strategies, and improving the quality of educational services

The surveys and empirical analyses conducted within the framework of the research showed that students and graduates strongly perceive the influence of marketing activities when choosing higher pedagogical education institutions. In particular, the active use of social media platforms by universities, the promotion of educational opportunities through modern technologies, and the creation of a positive public image significantly affect students' decision-making.

In addition, the research results also reflected the impact of marketing activities of higher pedagogical education institutions on their financial sustainability and future development. Effective marketing strategies not only contribute to student recruitment but also facilitate the diversification of financial resources and the expansion of international cooperation opportunities for educational institutions. Enhancing access to the international education market, attracting foreign students, and strengthening partnerships with other universities can contribute to the sustainable development of higher pedagogical

education institutions.

CONCLUSIONS / ВИСНОВКИ

Based on the results of the research, the following measures are recommended to increase the effectiveness of marketing activities in higher pedagogical education institutions:

1. Adapting marketing services to the specific characteristics of pedagogical education.
2. Using social media and digital marketing tools more effectively.
3. Developing the universities' brand strategy and enhancing their recognition among the public.
4. Organizing informative and educational campaigns for potential students and their parents.
5. Strengthening the reputation of higher pedagogical education institutions by taking into account the opinions of graduates and employers.

Prospects for further research in this direction / Перспективи подальших досліджень у цьому напрямі. Overall, the results of the research have demonstrated the necessity of effectively organizing marketing services in higher pedagogical education institutions and the significant role of this process in enhancing the quality of education, increasing competitiveness, and ensuring the sustainable development of these institutions. By applying modern technologies and innovative marketing approaches, higher pedagogical education institutions can strengthen their reputation, attract a broader student audience, and elevate the societal value of pedagogical education to a higher level.

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МОДЕЛІ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ У ВИЩИХ ПЕДАГОГІЧНИХ НАВЧАЛЬНИХ ЗАКЛАДАХ

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Анотація. У статті розглядаються моделі маркетингової діяльності у закладах вищої освіти. Дослідження зосереджено на ефективному використанні міжнародного досвіду в цій галузі та необхідності застосування таких моделей в Азербайджанській Республіці.

Глобальні зміни в освітньому секторі в сучасному світі змушують заклади вищої освіти переглянути свої стратегії управління та побудувати більш ефективні операційні механізми. Зокрема, створення маркетингових служб для закладів педагогічної освіти відіграє значну роль у підвищенні їхньої репутації в суспільстві, розширенні студентського контингенту та сприянні підготовці професійних кадрів відповідно до вимог ринку праці. Заклади вищої освіти дедалі більше стають конкурентоспроможними суб'єктами на сучасному ринку освіти. Розширення вибору студентів, розвиток дистанційного навчання та міжнародних освітніх програм вимагають від місцевих університетів та педагогічних інститутів ефективнішої організації своєї маркетингової діяльності. Тому застосування сучасних маркетингових стратегій має велике значення для підвищення привабливості вищих педагогічних закладів, просування освітніх послуг ширшій аудиторії та інформування потенційних студентів. Правильна реалізація маркетингових стратегій допомагає закладам вищої освіти просувати свої послуги ширшій аудиторії, підвищувати ефективність прийому студентів та розширювати можливості працевлаштування випускників. Успішна маркетингова політика закладів освіти підкреслює їхній внесок у суспільство, створює сприятливі умови для залучення нових інвестицій для покращення якості освіти та водночас дозволяє закладу представити свій академічний та інноваційний потенціал ширшій аудиторії. Дослідження у цій галузі показують, що заклади вищої освіти розвинених країн використовують різні стратегії для організації маркетингових послуг. Серед цих стратегій особливий акцент робиться на брендингу та побудові репутації університетів, використанні інструментів цифрового маркетингу, ефективному використанні соціальних мереж та онлайн-реклами, покращенні послуг, орієнтованих на студентів, та розширенні міжнародного співробітництва. Хоча в Азербайджані зроблено певні кроки щодо розвитку маркетингової системи закладів вищої освіти, залишається потреба в більш системному підході та застосуванні науково обґрунтованих моделей. Зокрема, для вдосконалення освітнього маркетингу в педагогічній сфері важливо посилити конкуренцію між університетами, забезпечити ширше використання сучасних технологій та цифрових платформ, покращити зв'язки з громадськістю закладів освіти та розробити стратегії, спрямовані на залучення іноземних студентів. Водночас слід зазначити, що

дослідження з організації маркетингових служб у закладах вищої освіти ще не повністю розроблені. Створення нових моделей у цій галузі, застосування сучасних підходів та впровадження вищими педагогічними закладами сучасних маркетингових стратегій для підвищення їхньої конкурентоспроможності мають велике значення. Тому актуальність та глибина вивчення цієї теми є високими, оскільки ефективна організація маркетингових служб є однією з ключових умов успішного розвитку вищих педагогічних закладів. У статті проаналізовано існуючі підходи до організації та розвитку маркетингових служб у закладах вищої освіти та визначено нові науково-практичні напрями. Вперше розроблено концептуальні основи системної організації маркетингових служб у закладах вищої освіти. Було переглянуто існуючі моделі освітнього маркетингу та запропоновано нову маркетингову стратегію, адаптовану до специфічних особливостей закладів освіти.

Ключові слова: маркетингова діяльність у педагогічних університетах; маркетингові моделі; міжнародні програми; сучасні вимоги; студенти; знання; досвід.

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