

### **3. EDUCATION, MARKETING AND MANAGEMENT**

### ***3.1 Equitable Market***

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Can we create a market that becomes more a question or can we create an equitable market, which maximises distribution of education and knowledge and work efficiently under modern management approach?

From this approach it is impossible to exclude the organization that covers service sectors like the university, institution and general organization that offer education and training. The term to this approach is marketing. It is not very simple to present the content and the function at this term.

Philip Kotler, one of the pioneers in marketing, defines marketing as a series of human activity with the aim to facilitate and integrate transactions. Some times it functions in connection with the imperialism of America and the commercialization of multinational companies with relevant products. Marketing is not only sales and advertising, is more than this.

Marketing is not a procedure to define sales methods of the product that someone has produced but the precise positioning and the total knowledge of the consumer needs and the creation of the right product or service solution that satisfying his needs and desires and it will offer profits to the company. Marketing is an integrated managerial system of a “company” connected to all management activities that take in account the business aspects and has to focus on the satisfaction of the client which can be obtained through products offers and service offers that are produced under research based on the client needs, desires and expectation.

Within this scope looking at the educational services through the marketing aspectst we have to adapt the old static environment of University and Institution to the marketing process in which design - application and control - and more specific strategic planning, analysis of the Marketing opportunities, segmentation- marketing plan (development – application and control).

*Marketing in education has two directions  
one to client user, the other one to labour market.*

Another basic parameter that affects marketing is that the consumer does not buy a product or services on its own but also satisfaction and professional career. Consumer also is buying a voucher which can be exchanged with the professional career.

Recently there has been a growing importance in customer satisfaction. “Companies” are developing strategies to keep their customers loyal by the quality of their products and services. Cronin(1992) defined satisfaction as a post choice evaluative judgment of a specific transaction. Cadotte (1987) suggested that customers evaluate the product or service by using two comparisons: Most preferred/last purchased, or by the average performance perceived by the customer for a similar product category.

*Consumers when buying education services buy  
also satisfaction and professional career.*

### ***3.2 Education for the new Century***

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Management of education should address changes to the nature of what needs to be learned, who needs to learn it, who will provide it, and how it will be provided and paid for. Revolutionary changes are in progress in terms of the number and quality of students and faculty available, the status of campus facilities, the range of courses offer, the impact of computers, and the correct interface between teaching and research.

Statements are appearing on the impending crisis in engineering education, and the treat poses to economic competitiveness in global markets, and the inevitable decline in real living standards that would result.

Technical-intensive is really the only way to the future. No nation can be successful unless it is successful in technology, no matter how well it performs in other areas and technical standards. Education has essentially replaced the gold standard in providing a nation's economic credibility; the struggle for technical ascendancy is now as fierce as a cold war battle, the struggle of a nation to be mastering, its own fate and independent from foreign self-interests.

From a purely management standpoint, any nation, industry of institution in a state of decline must reassess the quality of its own leadership irrespective of any other factors. Leadership in education must come from the top.

*Leadership in Education must come from the top because  
the process is a top down process and not bottom up.*

### *3.3 Thinking from the management point of view*

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Generally it is essential to apply modern approaches to the Institutes and Universities. We have to think that University is not only a social organization but also a model that has to follow general management theories concerning business.

In the modern society we have to cover human needs for products and services through different economical units. Economical unit can be defined as the economic entity that combine different nature of production means through economic terms in order to supply products or services for human beings needs. In accordance to this, in order to have the economic entity we need:

1. Combination of product coefficient (kind, labor, capital, information).
2. This combination to be governs for economical terms (maximum output with the least inputs).
3. The final product must be the supply of goods or services to cover human needs.

A university or an organization or a company will be characterized like economical units without the influence whether it belongs to a private or a public sector. As considered from the above, modern universities have to be ruled by parameters that are connected to management as :

1. Production coefficient ( kind, labor, capital, information).
2. Productivity, efficiency, effectiveness
3. Characteristics of the environment in general (economic, legal, technological, social) in specific.

Closely related to this, University has to follow and to be governed by the parameters -components of the social organization point of view like:

- a. basic parameter human resource, target, infrastructure systems used, formation, confines time duration
- b. Institution, functionality.

*University is an economical unit.*

### 3.4 System approach

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The system approach will also represent a method of study and approach on the phenomenon and organization. Studies that have been developed in the 50s mainly from the biologist Bertalanffy, economist Boulding, Biomedicine Rapoport and physicist Gerard have their origin in the general system theory.

Every system will define a sum of elements or parts that are connected between them and a number of principles through interactive relations. Every system considers from subsystem and develops relation in the same environment in perpendicular way and also in relation to other system in horizontal way. For better understanding we will represent the meaning of educational system in the Diagram.

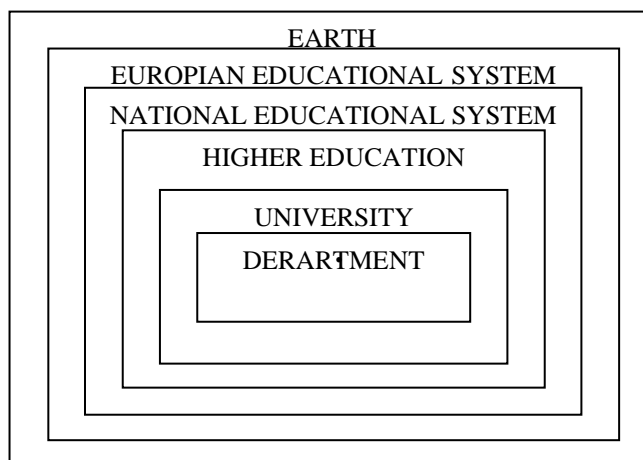


Diagram 3

That the alignment inside the subsystems is the first and basic step for modernization but sometimes this is not easy especially in rigid organization like Universities. To get systems improvement, we must make use of what is already known about education, promoting education and about institutional change.

*To get systems improvement usage of what is already known is essential.*