Deep marketing as an element of the digital economy in the Russian education system

Galin R.R.
V.A. Trapeznikov Institute of Control Sciences of RAS
Moscow, Russia
Email: rinat.r.galin@yandex.ru

Abstract — In modern social and economic conditions, marketing has spread to all industries and spheres of economic activity. Marketing activities have become an integral part of the work of many companies and organizations. Educational institutions are for seeking qualified specialists.

The education system must be understood as a part of the market economy system today. Education acts as a seller of educational services and as a buyer of qualified human capital and public Institute of formation of market consciousness of society.

As the principles of the market economy are introduced into the system of social and economic relations in the process of reform of higher education and economic reform in Russia is the formation of the market of educational services. In the market of educational services, there were educational institutions of various forms of ownership, different types, providing a wide range of educational services that creates competition between them.

Keywords — marketing, economy, education, partnerships, deep marketing model

I. INTRODUCTION

The modern conditions, in which the educational system is developing in Russia, are changing, as evidenced by the changes over the past 10–15 years. If turn to history, discussing from the observer’s point of view, it becomes obvious that changes are occurring as a necessary measure to meet the modern conditions of development of the economy, the social sphere, and the world as a whole. Naturally, without taking into account the situation in which changes are part of a strategic plan leading to the implementation of political “deviations” from the generally accepted condition of the socio-economic development of society. Nevertheless, today the future is predetermined by the education system, and education, competence and professionalism are the key factors of social development.

At present, market relations in the field of educational services became predominant in relation to the experience of many years of practice of centralized distribution of educated potential — graduates. Higher education institutions become independent, taking into account, that funding from the federal budget is reduced in the opposite direction to increasing requirements for the education system. The bridgehead of higher education became a place of tough competitive education trade. And in these conditions, universities are forced to find solutions to financial independence, a high-quality degree of educational services and the search for new marketing approaches to the formation of the educational services market.

II. MARKETING OF EDUCATIONAL SERVICES. DEEP MARKETING IN HIGHER EDUCATION

The concept of marketing in the educational environment is still considered an “experimental” direction, as Russian educational institutions use different approaches to promote one of the most important social services - education, thereby adapting to the current changes in social and economic conditions of market relations.

Education is one of the most important spheres of public policy, and it solves such important tasks like obtaining knowledge, their systematization, the formation of skills and abilities for their effective implementation in the professional sphere. Although the marketing market in education in our country has been actively developed, not all educational institutions use it to bring the offered educational services to the market [1, 2]. Today, in the market of educational services, the ultimate user need to satisfy his demand, taking into account the lack of a shortage of offered goods and services in the field of education, and use the opportunity to choose. Therefore, it is necessary to create an interest that can surpass the market demand.

A. Essence and feature of marketing, deep marketing and partnerships

Marketing refers to complex and multidimensional phenomena that receive constant development, so it is very difficult to give it a universal definition that will most fully reveal the functions and principles of marketing. Consider the definition of F. Kotler, which is given in [3]. "Marketing is a social and managerial process aimed at meeting the needs and requirements of individuals and groups through offering and exchanging goods". It follows that the key concepts are: requirements, needs, demand, product, satisfaction, sharing, and relationships.

Based on this definition, it can be concluded that marketing is a complex system for organizing the production of products or the provision of services and their marketing, which is aimed at meeting the needs of specific consumers, determined as a result of research and forecasting of the market, internal and external environment of an organization, developed, with the help of marketing programs, strategies and tactics of behavior in the market. The use of such a system, taking into account the conditions and requirements of the
market, as well as scientific, technical, economic, political and social factors, will promote the market economy in the field of education.

Researchers in the field of marketing distinguish several main stages in its development. The first stage is distinguished from the beginning of the 20th century to the mid-30s; at this time two basic concepts became relevant: product improvement and production improvement. The concept of production improvement suggests that consumers will buy more and more common and moderate goods. The priority in this concept is the improvement of production and improvement of the distribution system. Currently, this concept is most applicable in the field of budgetary and social services. The negative traits of this concept are the indiscernibility of the needs of consumers and the depersonalization of the offered goods and companies. [4].

The active dissemination of the principles of a market economy in the sphere of social and economic relations, the carrying out of economic reforms and the introduction of significant changes in the system of higher education contributed to the development of the educational services market in Russia. At this time competing educational institutions of various forms of ownership began to appear on the educational services market, providing a wide range of educational services.

The market orientation of an educational institution, as a rule, includes the following:

- There are only those educational services that are already in use and will continue to be in demand by consumers. With this in mind, changes are made in the work of the educational organization.
- The provided services must be flexible and reconfigurable taking into account the scientific and technological progress and meet the most modern requirements of society.
- Prices are formed by the market, taking into account the amount of solvency and competition in this area.
- Communication is primarily aimed at certain groups of consumers.
- Scientific research is carried out not only on the main profile of an educational institution but also in the field of market conjunction forecasting.
- In the structure of the educational organization, a special marketing division should be created.

By definition of the majority of researchers, the educational market is a certain set of not only economic but also social relations, their relations between market subjects in the sphere of provision and receipt of educational services.

Based on all of the above, it can be concluded that marketing involves the strategy and tactics of building a system of interaction between producers and consumers of educational services aimed at ensuring profitability by maximum satisfaction of the needs of all interested parties, for example: students in obtaining a quality education, organizations in the development of human resources, etc. [5, 6].

**B. The concept of deep marketing in an educational organization**

When considering the market of educational services, special attention should be paid to the subjects and objects of the market, according to A.P. Pankruhina, “market participants are not only educational institutions, but also consumers (individuals, enterprises and organizations), wide circles of intermediaries (including employment services, labor exchanges, registration, licensing and accreditation agencies of educational institutions, etc.), as well as public institutions and structures involved in the promotion of educational services and products on the market” [7, 8].

Educational institutions in this system act as subjects who form the offers and provide educational services of the provision of the necessary knowledge and training of the required skills and abilities. In addition, in the process of learning the personality of the future specialist is formed, as well as educational organizations are intermediaries between students and employers.

Another subject of marketing is the organs of government. Their functions are:

- Formation of a positive image of education among citizens.
- Financing of the education system.
- Legal regulation in the field of educational services.

The next subject of marketing is various organizations and enterprises. They act as intermediate consumers, creating demand in the market. The functions of such subjects are:

- informing educational institutions and students about demand;
- imposing requirements on the quality of the provided educational services and on the competences of future specialists, taking into account job responsibilities, and provide participation in the assessment of the quality of educational services provided by a particular educational organization.

Special attention should be paid to students, as they, in this case, are the ultimate consumer of educational services. Students use the educational services provided not only for the subsequent earning of funds but also through training to meet their needs for perception. It is the students who make the choice of a specialty, the form and direction of education, choosing an educational organization, sources of funding, and in future the place of work and conditions for applying acquired the knowledge and skills. It is a personal choice of each student, as a central subject, that forms the relations between the other subjects of the educational services market, united by this [9, 10].

Based on the above, to fully understand the process, it is necessary to consider the concept of deep marketing of educational services, as an activity that has the ability to systematically make adjustments to collaboration plans with interested parties and taking into account potential changes in market conditions to ensure the creation and satisfaction of market demand for solving strategic and tactical tasks in perspective.

Similar functions in the market of educational services are performed by “intermediary structures” that contribute to the effective promotion of educational services in the market.
These structures are engaged in:
- collecting, processing and providing information on the conjuncture of the educational services market, advising other subjects;
- participation in accreditation of educational organizations, carrying out advertising and legal support;
- formation of sales channels, organization of transactions on educational services.

“Intermediary structures” include employment centers and labor exchanges, funds and associations of educational organizations, etc.

Often there is a situation when a part of such services is outsourced to “intermediary structures”, although from an economic point of view it is unprofitable and leads to high costs and does not always provide the necessary result.

The purpose of market research is to establish links between the activities of the educational organization and the market, to ensure equilibrium supply and demand. The research of market conjuncture includes the assessment of the market in the current period, forecasting changes in indicators, supply and recommendations for further activities during the process of changing the situation on the market.

Deep marketing, as in general marketing, affects not only all the stages of profit formation and, as a result, the overall efficiency of the educational organization.

The main directions of the management system of deep marketing, aimed at improving efficiency, are:
- conducting an deep analysis of all aspects of the market that are in contact with the educational organization in their activities;
- development of behavior tactics of an educational organization in the educational services market;
- study of the activities of leading enterprises in the specialists directions;
- introduction of changes to educational programs to form students' unique competencies, taking into account the research of enterprises in the directions of specialist training;
- development of strategic recommendations for the development of educational organizations;
- development of an action plan on a new set of students;
- development of an action plan for interaction with educational institutions (secondary and specialized secondary vocational education).

III. THE MODEL OF DEEP MARKETING CENTER IN THE EDUCATIONAL ORGANIZATION

When developing a model of deep marketing and partnerships in the higher education sphere, the author offers to expand the basic concept of the marketing model, which led to the understanding of the 7P’s marketing mix [11, 12]:
- people;
- process;
- physical environment.

Element "People" refers to people who can influence the perception of the goods in the eyes of the target market:
- employees, representing the organization and product;
- commercial personnel, who contact the target consumer;
- consumers, who are “opinion leaders” in a category;
- producers, who can influence the cost and quality of the goods;
- this term also includes important consumer groups — loyal customers and VIP-clients, who generate important sales volume for the company.

The importance of these people is due to the fact that they can have a significant impact on the perception of Your product in the eyes of the target consumer. Therefore, it is very important to reflect in the marketing strategy:
- programs, aimed at the formation of motivation, the development of the necessary skills and competencies among the staff of the company;
- methods of work with “opinion leaders” and others, who can influence consumer opinion;
- programs for loyal customers and VIP-clients;
- loyalty programs and educational programs for commercial personnel;
- feedback collection methods.

The “process” element refers to the interaction between the consumer and the organization. This interaction serves as the basis for building partnerships. In the marketing strategy it is recommended to reflect programs separately aimed at improving the process of providing services to the target consumer.

The element “physical environment” refers to what surrounds the consumer during the period of receiving the goods / services. This forms the correct positive image of the organization.

For a common understanding, a brief description of the concept of “Marketing 3.0” is given — it is an activity that aims to meet the needs of consumers, but unlike traditional understanding, it takes into account human aspiration, its values and mental impulses to improve the social, economic and ecological environment.

The concept of emotional marketing is revealed in “Marketing 3.0”. If earlier accent was made on the proximity of the brand to the consumer — positioning, now the accents are shifted towards the emotional components of the human psyche. In this interpretation, the soul of the consumer takes center place.

Consider two clear examples in Table I, which show the differences in approaches:
The concept of "Marketing 3.0" gives a new definition to the well-known triangle "brand – positioning – differentiation": Brand identity, brand integrity, brand image. Such a change is called the "3i" model, presented in Figure 1.

![Fig. 1. The concept of “Marketing 3.0”](image)

The "Distribution" component - answers the question how product information will be distributed in the market.

The "Price" component - answers the question of how to determine the cost of sale of goods and assess the level of profitability of sales.

The "Product" component - answers the question of what is needed by the market or target audience.

The "Promotion" component - answers the question how product information will be distributed in the market.

The "Positioning" component - answers the question how to build a distribution model correctly.

![Fig. 2. The concept of the model of Deep Marketing and Partnerships in an educational organization](image)

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Information and telecommunication technologies

![Fig. 2. The concept of the model of Deep Marketing and Partnerships in an educational organization](image)

The departure from traditional marketing and the “old” format of partnerships is dictated by new technologies and an unstable economic situation. Today, the application of “push & pull” methods is not enough, the “knock” method acquires relevance (it is proposed by the author to use the term “knock” — translated from English “to reach out”). "Reach out" to the consciousness and soul of the ultimate user using information technology.

The proposed concept of a deep marketing model and partnerships reflects the essence and peculiarity of the current situation in the educational services market and the prospect of its strategic development.

It is necessary to stop pursuing high positions in ratings, to create a great number of structures that do not justify budget expenses and create conditions that destabilize the management structure. Most of the competences in the field of strategic management are developed through a variety of experimental iterations with the goal of effective management, without creating an adequate management system. In this difficult competition, emphasis is not placed on ultimate users, who in turn try to make choices based on conjectures and assumptions, or the principle of retrospective choice is even more common - when the ultimate user relies on the well-deserved authority of past years without thinking that success previously acquired were achieved in other social and economic conditions.

Consider the transition from "vertical relations", which include:

TABLE I. DIFFERENCES IN MARKETING APPROACHES

<table>
<thead>
<tr>
<th>The proximity of the brand to the mind of a person — search in the minds of target consumers meaningful and unique place</th>
<th>The accent on the mind of the consumer is insufficient. The idea of marketing, aimed at the emotions of a person</th>
</tr>
</thead>
<tbody>
<tr>
<td>The “VOLVO” company successfully introduced such an idea into the minds of customers: their brand cars are the safest</td>
<td>The “STARBUCKS” company successfully introduced the idea of “the third place where you can drink coffee”</td>
</tr>
</tbody>
</table>

Further, the author offer to consider the concept of a deep marketing model and partnerships, which appeared as a result of the union of the modernized concept of the 7P’s marketing max and Digital Economy model. The concept of the model presented in Figure 2.

The activity of educational organizations in the educational services market undergoes changes every year due to increasing competition. Therefore, in order to remain at the level of high profitability, it is necessary to adapt and apply new approaches to the sale of services.
unilateral decision (creation of inefficient structures, setting inappropriate indicators);

• limited involvement of the ultimate consumer (protection of rights to closeness, the creation of an unjustified image);

• closeness of partnership (use of the budget without creating an education system, lack of management).

The transition to "horizontal relations", which include:

• strategic decision making;

• collaboration policy in development (creation of a university as an ecosystem at the regional level, sectoral cooperation, the formation of new unique competencies, bilateral dialogue in the educational market, etc.);

• open interaction (co-creation, open pricing, social activity, building a dialogue with the ultimate consumer).

It is obvious, that the principles of the market system have a corresponding impact on the market of educational services. For Russian universities, marketing of educational services is one of the new directions of development of organizations.

Deep marketing in higher education institutions is accompanied by building partnerships as a factor in the complex approach to the determination of the strategic planning of an organization’s development. Thus, at the junction of modern conditions of socio-economic development and new technologies, it is proposed to consider the structure of the “Center of deep marketing and partnerships”.

IV. SUMMARY

The changes in socio-economic relations have led to the development of the concept of marketing, the landmark of which was the man, the so-called concept of social marketing. The student considers the primary characteristics of educational services, but also the needs of self-realization, management involvement, security, social and cultural values, the quality of educational services.

Thus, at the junction of modern conditions of socio-economic development and new technologies, it is necessary to develop new approaches to marketing activities for more effective development in the future.

In modern conditions of development of social and economic relations, marketing has penetrated into all spheres of our lives. Marketing has become a kind of communication language. In this case, it is a communication between the educational organization on the one hand and the end users of educational services on the other. In this regard, the better we know the language of marketing, and then more we can tell about ourselves.

References


