

Tendencies of marketing development on market of education services in field of culture and arts

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Abstract – The authors reviewed four key questions of the problem: 1) specific characteristics of higher education in the field of culture and arts in modern conditions; 2) current state of the market of higher education services in the field of culture and arts in Russia and abroad; 3) features of marketing in the field of arts and culture; 4) key areas of marketing development on the market of higher education services in the field of culture and arts. Some aspects of development of the global market of higher education services were studied. The results of the expert question, concerning the importance and power of the influence of the instruments of the educational reform of higher education in Russia were obtained. It is shown that education in the field of culture and arts has specific features: 1) general features of professional programs of education; 2) features of educational programs in the types of arts that should be professionally oriented; 3) features of multi-level education in different arts. It is shown that in modern conditions, the issue of marketing or the coordination of the interests of the consumer of education services in the field of culture and arts, and the producer of these services, that is, the educational institution in the field of culture and arts, is becoming especially urgent. It is revealed that marketing in the field of culture and art is a fairly new and insufficiently studied object of research. The study of three key areas of marketing development on the market of higher education services in the field of culture and arts in comparison with the general trends on the education market has been carried out. The first is the growth of marketing costs in connection with the need to develop customer loyalty programs. The second is the problem of choice within the client-oriented strategy. The third is insufficient effectiveness of marketing research in connection with the growth of costs for these studies. It is shown that in these areas, the specific nature of services in the field of culture and art is manifested. *Key words* –

marketing, culture, art, marketing in the field of culture and art, systemic crisis of culture, education, higher education, education services

I. INTRODUCTION

Market reality of higher education services is one of the key segments of post-industrial economy. This situation is due primarily to the fact that the level of education (qualification) is the determining tool for assessing the quality of the labor force on the labor market because the growth of education entails an increase in the knowledge and skills that the worker possesses. Accordingly, the result of the work of a highly skilled worker is not only an increase in the quality and quantity of goods and service created by the employee, but also an increase in the organization's income. In the short term, this contributes to an increase in wages and the quality of life of an employee, and, in the long term, this situation leads to economic growth of the country.

It should be emphasized that the field of culture (the totality of spiritual and material values, as well as the representations, models and results of human activity in the society) is a motivating factor in the formation and development of an economically stable and evolving society. However, for a long time, the field of culture and arts was treated as a non-material product, a non-profit field, a non-profit sector, etc., which led social reforms mainly to institutional changes "from above", and not to radical changes affecting the public consciousness, the level of development and image (quality) of life. This situation could not help affecting the education system in the field of culture and arts. Accordingly, higher education in the field of culture and arts has its own specific features, which refresh the problem of developing new mechanisms of the cultural policy of the country and regions, as well as new strategies for the development of industrial higher education institutions.

In these conditions, the issue of marketing, selling educational services, or coordinating the interests of the consumer of educational services in the field of culture and arts, and the producer of these services, that is, an educational institution in the field of culture and arts is especially urgent. However, as the analysis of the available literature shows, the scientific and methodological base in this direction is at the stage of its formation.

They considered it necessary to take into account the problems stated in the article in the context of the study of four key issues:

1. The specific nature of the higher education in the field of culture and arts in the modern world.
2. The current state of the market of higher education services in the field of culture and arts in Russia and abroad.
3. Features of marketing in the field of art and culture.
4. Key areas of marketing development in the market of higher education services in the field of culture and arts.

II. USABILITY

A. Specific nature of higher education in the field of culture and art in contemporary conditions

The main aspects of the specific nature of education in the field of culture and art are set forth in the Education Development Concept in the Field of Culture and Arts in the Russian Federation for 2008–2015 [17]. This nature is expressed by three basic provisions:

- 1) general features of professional educational programs in the field of arts;
- 2) features of educational programs in the types of arts that require early professionalization;
- 3) features of multi-level education in the field of musical, visual, choreographic and theatrical arts.

A brief description of the specific features of education in the field of culture and arts is presented in Table 1. From Table1 it follows that higher education is an integral part of the educational system in the field of culture and arts.

TABLE I. BASIC FEATURES OF EDUCATION IN THE FIELD OF CULTURE AND ARTS (DEVELOPED BY THE AUTHORS ON THE BASIS OF THE SOURCE [17])

Name of features	Characteristics of specific features
1. General features of vocational training programs in the field of art.	<ul style="list-style-type: none"> • All-Russian classifier of specialties for education provides for 14 directions of training (specialties) for higher and secondary vocational education of the enlarged group of culture and art. • Implementation of educational programs in the field of culture is carried out in accordance with the basic norms in the field of education of the Russian Federation. • Each training path has its own specific characteristics conditioned by the type of art and not regulated by the norms of the legislation of the Russian Federation. • Order of the Ministry of Education and Science of the Russian Federation No. 256 of 05.09.2008 approved the List of training fields (specialties) for which additional introductory tests of creative and / or professional orientation can be conducted. • When enrolling students, the results of the USE are

	<p>necessary, but they are not a determining element for enrolling in an educational institution.</p> <ul style="list-style-type: none"> • Development of educational programs in the field of art (with the exception of areas of art) is weakly related to the study of scientific disciplines and is based on man's creative abilities. • Educational process for people of creative professions is carried out, as a rule, from childhood, continuously and for the purpose of revealing the psychophysical possibilities of the individual, training the psyche and physical capabilities of the body and developing the psychophysical qualities necessary for self-fulfillment in the chosen profession. • Training pedagogical personnel also has its own specifics, based on the preservation of the "teacher-student-teacher" chain within the traditions of the national education in the field of culture and art. • Main forms of training scientific and pedagogical and scientific personnel in the field of culture and art are postgraduate and doctoral studies in the field of history and art theory.
2. Features of educational programs on types of arts that require early professionalization.	<ul style="list-style-type: none"> • Most training courses in the field of music, pictorial, choreographic and circus arts begin at an early age due to the requirements for the psychophysiology of the learner. • The task of early professionalization is solved by the children's art schools (according to arts), choreography, circus schools and special music and art schools (colleges) that operate in the system of additional education. All these educational institutions implement integrated educational programs of general education, secondary (complete) general education and secondary vocational education.
3. Features of multi-level education in the field of music, fine arts, choreography and performing arts.	<ul style="list-style-type: none"> • In the sphere of musical, visual and choreographic art in Russia, a three-level education system has developed, ensuring accessibility, quality and effectiveness of training professional staff. • The system of education in the field of culture and art implies three mandatory levels of training of professional personnel. <ul style="list-style-type: none"> I level – children's art school (according to arts) is a necessary foundation for future professional education. II level - a college or college of arts - educational institutions of secondary vocational education, which give the graduate an alternative opportunity: to work in the acquired specialty or continue studying in a higher educational institution. For musical, choreographic and visual arts, secondary vocational education is a necessary level of education. III level - higher educational institution of arts, where the level of professional skills and skills already obtained at the previous level of education is increasing. • In general, education in the field of culture and art is realized in a multistage way within 15-18 years.

According to the Concept of the Federal Target Program of Education Development for 2016-2020, the Concept of Russian Education Modernization in 2010, the National Doctrine of Education in the Russian Federation until 2025, the Concept of Development of Education in the Field of Culture and Arts in the Russian Federation for 2008-2015 and other program documents, the system of higher education is improving. This largely determines the economic and spiritual development of the state and forms the culture of society. The main goal of modernization of education is to create a mechanism for sustainable development, to ensure that the education system conforms to the needs of the individual, society and the state, as well as to the challenges of the 21st century. One of these challenges is the growing crisis of the existing system of higher education. Indeed, the system of higher education in Russia is undergoing a long, protracted process of reform, which started in 1992 when the Russian Federation switched to a market economy.

Thus, the Federal Law “On Education in the Russian Federation” states that education is a public good [13] and, at the same time, that educational organizations are engaged in the commercial activities providing services [13]. In other words, as a result of modernization, the field of culture and arts, as well as higher education in the field of culture and arts, moved from an intangible product to commercial sales of services.

At the same time, it should be noted that economic theory notes that in the market economy there are so-called “failures” (“flaws”) of the market, with which the market cannot cope. These “flaws” of the market should be regulated by the state [9, 15]. In addition, outside the standard market “failures”, another group of goods and services is found, which can be attributed conditionally to the previous group, i.e. the “flaws of the market” because these goods suffer from the “pricing illness” [25] the essence of which is that in a number of industries (culture, science and education), the cost of production steadily grows faster than the prices of the final product [9]. Thus, in all such cases, the state turns the above-mentioned goods (services) into so-called “guarded goods”, since these goods / services have high social significance [15]. However, in practice, the state does not always fully realize the functions of “fouling” over the field of culture and arts due to various objective and subjective factors.

It is also considered necessary to draw attention to the fact that the Federal Law “On Education in the Russian Federation” also emphasizes the special role of higher educational institutions, which are called upon to implement various educational programs (bachelor, specialist, master, postgraduate / doctoral studies) on the basis of integration of educational activities and research in the corresponding areas of development of various branches of knowledge [23]. However, as it was mentioned above, the specific nature of education in the field of culture and arts is, among other things, an essential creative component of the educational process, which is very difficult, and sometimes impossible to fit into the standards and regulations. This also determines the specific nature of education in the field of culture and arts.

B. The current state of the market of higher education services in the field of culture and arts in Russia and abroad.

The market of higher education services in the field of culture and arts is one of the segments of the entire market of higher education services. Accordingly, the phenomena occurring on the market of higher education services also affect the market of higher education services in the field of culture and arts.

It should be noted that to date, higher education as a whole is becoming one of the largest sectors of world trade in services. This is especially true for developed countries, where higher education is increasingly developing as an export industry [10, 13]. Accordingly, an integral factor of globalization is “... increased competition between classical universities, belonging to the state, and commercial higher education institutions, which results in an intensive attraction of students to higher education institutions at both domestic and international levels, as well as liberalization of the higher

education market vocational education due to an increase in the number of World Trade Organization member countries that signed an agreement to open their educational markets” [24].

It should be emphasized that the domestic market for higher education services began to form in the special conditions. S. Kuznetsova notes the following: “Russian education began the transition to a market economy, not having:

- educational institution theory;
- own economic development concept;
- market-driven management mechanisms in education;
- professional managers able to operate successfully on market;
- mechanisms of development of investment;
- motivational mechanisms” [21, pp. 21].

At the same time, the authors do not believe that the absence of the beginning of the reform of market experience and scientific knowledge in the field has certainly modernized only a negative side (for example, leads to an increase in the cost of time and human resources to carry out reforms). This situation has a positive side (e.g., identification of new problems and approaches and / or implementation of creative (innovative) solutions of common tasks). A similar ideal is found in the scientific literature, in the works of authors such as P.F. Anisimov, I.B. Ardashkin, Yu.M. Berezkin, V.M. Zuev, E.V. Kalinkin, N.R. Keltchewsky, V.P. Kolesov, S.V. Courts, S.V. Kuznetsova, T.V. Mayorov, T.N. Independence, V.V. Mironov, J.P. Silin, K.S. Solodukhin, A.I. Tatarkin, etc.

Eventually, as the results of the authors’ previous studies [6] show, it is possible to identify the major milestones of educational reform in Russia. A number of factors have the most significant impact on the higher education service market. First, it is the introduction of the Unified State Examination (USE); second is the transition to a multi-level system of higher education; third is the introduction of multi-channel financing of education; and the fourth - the reduction of state teaching staff; fifth, consolidation of schools.

III. FEATURES OF MARKETING IN THE FIELD OF ARTS AND CULTURE

Analysis of the available literature shows that in relation to the field of culture and arts of marketing, there is a relatively new concept. However, one can also notice that marketing is a new concept; it is not the central object of study arousing interest of many practitioners, economists, marketers. Moreover, economists themselves pay attention to the following fact: historically, economists are not so much attracted to the cultural field. The history of economic thought suggests that, as a rule, this attention is rather fragmented [22, p. 4]. Accordingly, experts and professional marketers emphasize that “Serious marketing does not often focus its attention on the art (Say at once, we are talking about non-commercial art, not connected with the infrastructure of the show business)” [19, p. 7]. The reasons for this situation is also clear, and they are due, in the authors’ view, to the two key factors: first, the novelty of the concept of “marketing”; secondly, the specificity of culture and art related, on the one

hand, to the non-profit sector, and, on the other hand, to the services sector.

So, first, the concept of "marketing" (in English "marketing" means the market, sale, trade) has not been known by humankind for more than two centuries. In Russia, it appeared only in the mid-20th century as a "weapon of apologists of capitalism / imperialism", but by the 90-s of the last century - as an "effective marketing tool" [7, 8, etc.]. Accordingly, now in humanities, there are more than two thousand definitions of marketing, which continue to be audited by professional associations of marketers each year. Scholars and practitioners around the world are considering marketing as a simple answer to the question "how to sell a product (service)". For the comprehensive definition of all what surrounds us, "marketing is everything, and everything is marketing". Thus, a single, universally accepted definition of marketing has not been still developed.

At the same time, the authors' personal experience of many years of market research and professional consulting in various sectors of the national economy makes it possible to offer and to practice the following definition. *Marketing* is the activity of the economic entity of the market, aimed at addressing the twin goals: on the one hand, the needs of consumers' targeted markets², and on the other hand, obtaining the benefits of business entities. In other words, marketing is harmonizing the interests of consumers and economic subjects of the market.

Second, the term "non-profit marketing" as marketing in the nonprofit sector (or "Marketing for non-profit organizations") is relatively recent, and its theoretical and methodological base is at the stage of active formation. Thus, a number of authors demonstrated that at the moment there is no "single interdisciplinary theory of" non-commercial marketing [3, 23]. Furthermore, different authors use different terms and in the name of marketing in the nonprofit sector, for example: "marketing of non-profit organizations"; "marketing-profit sphere", "public sector marketing"; "nonprofit marketing" [3, 22]; "social (public) marketing" and others.

Finally, as E.E. Lagutin emphasizes, "... economic theory is also quite uncertainly expressed regarding definitions of the nonprofit sector and its institutions", which is aggravated by the existence of non-profit organizations in the conditions of uncertainty because of "... the actively forming legal field. Marked trends and processes can be leveled not so much due to legal regulations, as due to policy instruments. A key point in this case is the question of how the governments of different countries in order to promote trade ... willing to forgo public financing "[these work products]" ... as a public good [23, pp 31]. Similar positions relative to the field of culture and arts are also expressed in the works of V.J. Muzychuk [24] and A.Yu. Rubinstein [24, 25], considering the field of culture and arts as a public good that needs state support and the development of effective financial mechanisms.

Finally, one must not forget that the field of culture and arts is related to the intangible manufacturing or *the service sector*. In this regard, it should be emphasized that the economic theory of the service sector is relatively young: it appeared and began to emerge towards the end of the 19th -

mid-20th century, and began to develop actively only at the end of the 20th - early 21st century, since the scope of the services is currently undergoing rapid development. So, according to various authors, a scientific, technical and so-called "service" revolution in the industrialized countries (primarily in the United States, Japan, Britain, Germany and France) has now led to a change in the structure of GDP to 60-80% and more in favor of the service market [3, 4, 9, 23, 22, etc.]. Russia does not lag behind the world tendencies since the share of services in the country as a whole is 48-49% of GDP, and in some regions of Russia it is over 60% [17, pp 15].

At the turn of the XX-XXI centuries, it became an active form and the concept of "marketing services", as well as the concept of "service" in the marketing system. For example, in his works, F. Kotler noted that the service is an intangible and immaterial action / event or benefit, which can only be estimated by the consumer of the service. The same was said by C. Lovelock who argues that "the service is an economic activity that creates value and provides certain advantages for consumers in a particular place at a particular time, resulting in tangible or intangible actions aimed at a service recipient or one's estate" [22, pp 34]. To enhance the customer value of services, one should take into account the fact that the service, according to K. Lovelock, has three key components:

- a) *the main product*, illustrating the answer to the question: which customer's needs are met, referring to the producer services, and what benefits / advantages are gained when purchasing services;
- b) *basic service provision*, showing how the main product is delivered to the consumer and what is the role of the main product in this process;
- c) *complex (group) value-added services* that accompany the main product, facilitate usefulness and increase customer value / utility / attractiveness [22, pp. 331].

Obviously, the development of the theory and practice of the non-material sphere could not be left without attention and the legal regulation of social relations - regulation, confers subjective legal rights and obligations of each of the party to these relations. In other words, there were regulations governing the services sector. So, according to GOST 50691-94, services are "... the result of direct interaction among the artist, the consumer, and the performer to meet customer needs". The same normative document says that functional services rendered to the population are divided into two groups: the "material services, providing recovery (change, save) of consumer properties of the products or the production of new products by request of citizens, as well as the transport of goods and people. The second group is social and cultural services that ensure the maintenance and restoration of health, spiritual and physical development of the individual, improvement of professional skills. In particular, the social and cultural services can be classified as medical services, cultural services, tourism, education, and so on". Finally, this regulatory document speaks about the quality of service as "... the aggregate characteristics of services that determine its ability to satisfy stated or implied needs of the consumer. The consequence of the definition of the general concept of quality in the services sector was the introduction of the Russian

Federation and the Law on independent quality assessment, providing a set of five general criteria on provision of quality services to organizations of culture:

1. Openness and availability of information about the culture of organization.
2. Comfortable conditions of service and availability of their production.
3. Waiting time when the service is provided.
4. Friendliness, courtesy, competence of employees of cultural organizations.
5. Satisfaction with the quality of service delivery.

Obviously, it is believed that organizations of culture and art existing according to these regulations do not allow appreciating the creative component of the service delivery process.

Speaking about the specific nature of marketing in the field of culture and arts, it should be noted that at the moment the culture itself is undergoing a systemic crisis. In this context, changes and the current understanding of the specific nature of activities in the field of culture / arts are presented in this work as a service sector. Accordingly, there is a need to rethink the categorical apparatus in the field of culture and art, as well as marketing in the field of culture and art.

Indeed, at the turn of the XX-XXI centuries, the culture is undergoing profound and systemic crisis. This crisis, to a large extent, is due to changes in the global economy having a wave character and interleaving with various crisis phases. Thus, well-known economists [1, 9, 11, et al.] have shown that at the turn of the century, there is a change of economic structures and the transition to post-development based on advances in computer (including the Internet), biotechnology, genetic engineering, microelectronics, space (satellite) communications, etc.

Such changes are, on the one hand, positive changes. A change in the role of man in the modern economic system, where the creativity of an individual, the ability to create and to share new knowledge and information became a key resource for tomorrow. When having the desire for work, a person becomes less materialistic and is eager for personal growth [16,17,23, etc.]. On the other hand, these changes lead to negative shifts, i.e. to irreversibility "... the processes generated by the changing role of the internal characteristics of the human being in the process of modern production and the rapid deepening of the chasm that separates the post-industrial world from the rest of the mankind" [23].

The marked crisis of the global economy could not help but consider the field of culture as a historically determined level of human and social development, expressed in the types and forms of organization of human life and created by humankind's material and spiritual values.

The analysis of the works of famous sociologists, cultural studies, psychology and philosophy [16, 24, et al.] shows that the crisis in the economy in the XXI century is followed by the crisis in the field of culture and art, which has acquired a systematic character and continues to worsen. So, the monographic study of Colin highlights some of the key manifestations of the crisis in modern culture, which is

recognized by many scientists and practitioners in the field of culture and art:

1. Destruction of valuable bases of the world culture.
2. Dominance of the consumer lifestyle and outlook.
3. Ideological confrontation between Eastern and Western cultures.
4. Egocentric point of view on the relationship of human being and nature, as a result of which there are man-made destructive human activities, degradation of the biosphere and growing threat of a global ecological catastrophe.
5. Hypertrophic liberalization of relations between people, the decline of moral standards and restrictions for their social behavior, degradation of the concepts of "honor", "conscience", "dignity", "honesty", "noble".
6. The degradation of family values in many economically developed countries of the West, the destruction of the family institution, the reduction of responsibility for the fate of children, elderly parents, weakening family ties.
7. Unprecedented decline in the value of human life, increased aggressiveness and brutality, violence against the person (family, military, corporate structures).
8. Development of the cult of material enrichment and greed, justification of corruption, bribery and careerism, spread of alcoholism in society, drug addiction, prostitution, pedophilia, gay marriage.
9. Reduction of classical culture and art, and their role in public life, as well as the role of people engaged in the system of education and training. The dominance of mass culture of poor quality, focused on marginalized populations.
10. Reduction of the level of general education of society and intelligence of the person.
11. Degradation of the linguistic culture of the society, as well as linguistic aggression of Western countries in relation to the rest of the world" [16, pp. 7-8].

In these circumstances, the contemporary art passes through "... the most serious test - the test of the market, testing popular and accessible" [19, pp. 7].

It is obvious that dedicated K.K. Kolya's directions of development of the cultural crisis are as follows [16, p. 8]:

- system core values of the world culture;
- culture of the person;
- social culture;
- ecological culture;
- information culture;
- art and creativity;
- political culture in the light of the above-mentioned facts adds to the economic crisis of culture, which, inter alia, is fully included in the crisis of consumer culture [24, etc.].

It is also important to note that marketing is associated with the consumption and, respectively, with consumption of culture [19, 22, etc.]. That is why it can be summarized that marketing creates a demand, but tries to identify the desires

and has an impact on the demand by providing attractive and easy availability of the product for a specific customer.

At the same time, services and products in the field of culture and art are the "products of a special kind", which have been studied extensively [7, pp 121-122]. Services and products in the field of culture and art are not just a kind of "public goods", but, as the authors have noted above, the object of study on the "theory patronized goods", "embracing the totality of goods and services related to the activity of the state" [25, pp. 4]. Respectively, marketing in the field of culture and art will also have its own specific features, which require further and more detailed investigation.

A. III. Key areas of marketing on the market of higher education services in the field of culture and arts

It is obvious that the marketing trends are closely linked to changes in the markets themselves. Analysis of the available literature [1, 2, 3, and others.] shows that at the current moment in the global educational system, there are many interesting phenomena, among which on can highlight the following key global trends of market services of higher education as the most important:

- 1) *Rapid growth of the market scale of educational services.*
- 2) *Increased mass market of educational services and ensured right to education in every corner of the globe (and provision of equal opportunities for everyone to get an education in an educational institution of any type, regardless of nationality or race).*
- 3) *Diversification of the territorial structure of the education market and the emergence of new "players".*
- 4) *Globalization and internationalization of higher education based on the comprehensive nature of knowledge and the mobilization of the collective efforts of the international educational and scientific community.*
- 5) *Universalization of the content of all types of education, which cannot be stopped in the era of the information revolution and the spread of the Internet.*
- 6) *Democratization of education and providing access to education for the whole population; the continuity of its stages and levels giving autonomy and independence of educational institutions.*
- 7) *Increase of the range of training and organizational measures aimed at both satisfaction of versatile needs and the development of student's abilities.*
- 8) *Transformation of education into the projects of financial priority in the developed world.*
- 9) *Cross-cultural integration, tolerance to different cultures, traditions and customs, etc.*

With regard to the market of higher education services in the field of culture and arts, to the above-mentioned trends, a few specific trends should be added. As there is a lack of research in this area, it is possible to agree with the conclusions of O.V. Stukalova, who identified and described

in detail the following key trends *of the current state of higher education in the field of culture and arts:*

1. *dehumanization formation;*
2. *mass culture offence;*
3. *reduction in theoretical training of students;*
4. *pragmatic approach to cognitive interests of students;*
5. *wastage of highly qualified personnel, aging of teaching staff, teaching quality monitoring formalism.*

This allowed the researchers to determine the present and the most important problems of the market of higher education services in the field of culture and arts:

- a) the lack of elaboration of the theoretical aspects of the development of higher education;
- b) the lack of effective conditions for the integration of educational and scientific institutions for the implementation in practice of the educational process of innovative pedagogical models and technologies that are adequate to the requirements of social development.

The analysis of studies of domestic and international experts in the field of marketing in the higher education market [2, 3, 6-9, 23 and others] allows us to conclude that currently marketing has at least *three key issues:*

- The trend of growth of marketing costs due to the need to develop loyalty program and ENTVO.
- The problem of choice within the framework of the customer-centered strategy to attract new customers or to retain already existing ones.
- Lack of efficiency of marketing research in connection with the increase in the costs of these studies.

These marketing issues are specific content in relation to the market of higher education services in the field of culture and arts (Table 2).

TABLE II. CHARACTERISTICS OF THE MAIN PROBLEMS OF MODERN MARKETING

Problems	Contents of problem	
	Common marketing problems	Marketing problems on market of higher education services in the field of culture and art
1. <i>Growth in marketing price due to the need to develop customer loyalty programs.</i>	The cost of developing customer loyalty programs has an annual steady upward trend. This is especially important in connection with the sale of goods and the "prestige" of services such as cars, air travel, etc., as well as the sale of goods and services to the middle class (e.g., rail transportation and a variety of travel services of cafes and restaurants etc.). In this regard, some marketers believe that consumers are very capricious, require additional privileges and, besides, loyalty programs are very expensive. As a result there	In the field of education in general, there is an increase in the development of loyalty programs. For example, college graduates are agitating (i.e. use the tools of the complex promotion) to continue their education at the undergraduate, graduate, bachelor, master levels. Master graduates are urged to study in graduate schools. Features of marketing in the market of services of higher education in the field of culture and arts is that it also increases the costs, but does

	are opinions that it is necessary to revise the marketing concept and redefine the role of the consumer in the marketing system.	not attract students and improve the quality. That is, the cost of search for creative, gifted, talented individuals is increasing.
<i>2. The problem of selection within a client-oriented strategy to attract new customers or retain existing ones</i>	This is one of the consequences of the above-mentioned problems. The bottom line is in the specifics of the industry. So, for the retail trade in goods of daily demand (for example, stores "at home", supermarkets), it is more profitable to attract new customers. At the same time, for expensive goods and services, such as jewelry or air, it is more profitable to keep old customers as a loyalty program has a high price.	In the field of higher education, it is more profitable to keep the "old customer", i.e., a good student campaigning to continue learning. This is to an even greater extent inherent in the services sector of culture and arts.
<i>3. Lack of efficiency of marketing research in connection with the increase in the costs of these studies</i>	Global acceleration of environmental changes and increasing complexity of the strategic and organizational tasks for the economic subjects of the market lead objectively to an increase in expenditures on market research. However, as experts note, the rate of expenditures on market research is growing much faster than the rate of the increase of marketing effectiveness. This is partly because the market research company is informed about the status of the fact "on the last day." In this regard, there are opinions on the need to revise the concept of marketing in the direction of evaluating the marketing performance of companies through the use of multi-criteria models. The solution to this problem is to use low-budget marketing "zero marketing", etc. efforts to conduct market research with minimal costs.	The higher education system is characterized by a method of using low-budget and "zero" marketing because the competence of researchers, teachers and even students allows for marketing research at no charge or for very low bonuses. A similar trend is observed in the services sector of culture and arts.

Table 2 shows the key areas of concerns of modern marketing.

Finally, let us consider it necessary to make the following conclusions:

1. The stated issues in the article were considered as problematic in the context of the study of four key issues: 1) the specific nature of higher education in the field of culture and arts in modern conditions; 2) the current state of the market of higher education services in the field of culture and arts in Russia and abroad; 3) the features of marketing in the field of culture and arts; 4) the key areas for the development of marketing in the market of services of higher education in the field of culture and art.

2. Field research of features of higher education in modern conditions is of importance. It is shown that today's market realities of higher education services are one of the key segments of the post-industrial economy. Some theoretical and

methodological aspects of the formation and current trends of the market development of higher education services in Russia were developed in the context of major trends in the global market for higher education services. The obtained results of the expert opinion on the importance of educational reforms of higher education in Russia were demonstrated.

3. It is shown that the field of culture is a motivating factor in the formation and development of economically sustainable and evolving society. It was revealed that for a long time, in the field of culture and arts, a "non-profit sector", was subjected to social reform mainly owing to institutional change "from above", not due to radical change affecting the public consciousness but because of the level of development and the image of (quality) of life. It has been established that such situation had an impact on the education system in the field of culture and arts, in particular, in the manifestation of specific features of the profile of higher education: 1) the general professional education programs in the arts; 2) the particular educational programs in the arts requiring early professionalization; 3) features of multi-level education in the field of music, fine arts, choreography and performing arts.

4. It is shown that in the present conditions, the question of marketing is becoming particularly relevant or reconciling the interests of the consumer of education services in the field of culture and arts, as well as the manufacturer of these services, that is, an educational institution in the field of culture and art. It was revealed that the marketing in the field of culture and arts is a relatively new and insufficiently studied object of research. It is shown that a scientific and methodological base in this direction is at the stage of development. It was found that the need for marketing study in the field of culture and arts is topical because:

a) economists, as a rule, are not well informed about the field of culture and arts; theoretical and methodological aspects of marketing in the field of culture and arts are not covered in the educational, methodical, and scientific literature;

c) culture and arts are undergoing a systemic crisis, and therefore the current understanding of the specific nature of the activities in the field of culture / arts is changing. There is a need to develop marketing strategies in the field of culture and art.

5. Three key areas of marketing on the market of higher education services in the field of culture and arts were studied along with the general trends of education. The first is the tendency of growth in marketing costs due to the need to develop customer loyalty programs. The second is the problem of choice within the framework of the customer-centered strategy to attract new customers or retain existing ones. The third is the lack of effectiveness of marketing research in connection with the growth of the research costs. The specific nature of the field of culture and art services is described in the article.

6. This article is not intended to be a comprehensive study; however, the authors will proceed with this research in the near future.

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