

MARKETING PECULIARITIES OF EDUCATIONAL SERVICES PROVIDED BY EDUCATIONAL ESTABLISHMENTS RELOCATED FROM THE EAST OF UKRAINE

Due to the existing military and political crisis in the Ukrainian society and further inability of high quality and safe provision of educational services 16 higher educational establishments were relocated from the area of the anti-terrorist operation in the east of Ukraine to the territory under Ukraine's rule. Since the nature of the educational service industry is getting more and more market-oriented these higher educational establishments have faced an urgent problem connected with necessity of providing their educational services on the new markets, lack of the appropriate material and technical basis, loss of contingent of students, etc.

Implementation of marketing in the activities of educational establishments leads to necessity of significant changes in management based on the use of strategic management and planning whose principal directions are formation of a new citizen type who has an indestructible civic stand and level of consciousness, development of highly aesthetic and intellectual tastes, determination of staff problems, proper training of the appropriate experts, creation of new types of services and technologies of their production with flexible reaction to the market demand, formation of funding sources, etc.

As to the practical implementation of the marketing policy in the new field Donetsk National University was also forced to improve and implement the marketing policy on the new market of educational services after relocating its operations to Vinnytsya.

There was developed a package plan that enabled the University to ensure the intake of students demonstrating the best indicators among the relocated higher educational establishments in Ukraine.