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TO THE QUESTION ABOUT THE ORGANIZATION OF THE SOCIAL MARKETING SERVICE OF THE UNIVERSITY

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Abstract

Based on the comparative analysis of the activities of various departments of the universities and formulates proposals for the establishment of a model social marketing service of the university. This service is on the conceptual framework aims to solve the social problems of students and problems of the university connected with his educational activities. Typical functions implemented by the social marketing service that are formative, organizing, coordinating and optimizing. In the framework of the research activities of socially-marketing the service of the university carrying out marketing and sociological research to identify trends in the development of educational services market and labor market.

In the framework of the problematic of methodological activities for the social marketing service of the university is the specific complex of problems, the resolution of which is the basic meaning and purpose of its activities. Promising-innovation social-marketing service is designed on the basis of ongoing studies to develop proposals and organizational and administrative, analytical, socio-psychological and educational technologies to implement them in the practice of the university.

In the framework of functional-technological activities social marketing service of the university holds routine provides the operation developed and implemented informational, research, organizational, and social technologies.

Key words: social marketing service of the university, professional formation of students, research, problem-methodological perspective, innovative, functional-technological and organizational-technical activities.

Introduction.

In the process of its genesis, the idea of social marketing services was the next stage: the emergence of additional functions in the existing structural sub-divisions and officials of the university; the creation of specialized units, re-

Saudi private issues (mainly centers of assistance to employment of students and their modifications), and finally

awareness of the need to create integrated social-marketing units designed to promote vocational and formation of students, and to develop the strategy of the university on the educational services market and the labor market [1].

In most universities at the moment corresponding functions in one way or another are performed by different structural units that do not have a full strategy of action and coordinating its efforts with other entities [2]. If multiple such units and services of the university an integrated social marketing policy to develop and implement one. This is evidenced, in particular, a belated appeal of many universities to social advertising to career-oriented work among students, the practical isolation from potential employers, the lack of any distinct experience of social partnership, lack of understanding the value of social logistics of graduates of schools and universities [3].

The main part. Based on the comparative analysis of the activities of the various disparate units, fragmented critical individual tasks, it is possible to formulate proposals for the establishment of a model social marketing service of the university to solve these problem in a comprehensive, unified conceptual and methodological basis.

When developing normative documents regulating the status and activities of the social marketing service of the university, you can use the suggestions made in the numerous publications on marketing and, in particular, the organization of marketing service at the enterprise, current regulations on the marketing department of various companies and other materials [3].

As the main methodological features of marketing, the typical functions implemented by the social marketing service, among other divisions of the University for solving their social problems under inner and outer marketing are formative, organizing, coordinating and optimizing functions [4].

The formative function finds its expression in creative endeavors and initiative developments; to assist in creating new and purposeful transformation of the existing forms of social activity the main subjects of educational activity: students, parents, university staff, employers and authorities.

An organizing function is evident in the design and implementation of different organizational measures, combining the efforts of the subjects of university social marketing: curators of student's groups; representatives of departments, students trade union, student personnel department, headquarters of student labor (construction) groups, student councils of universities, etc.

The coordinating function is embodied in the harmonization and alignment goals, objectives, time, place, objects in the application's own initiative the above listed subjects of social marketing, bringing it in line with the strategic ob-

jectives and overall marketing policy of the university on the educational services market, the labor market and its educational activities; Optimizing function is embodied in a permanent selection of the best variants of decisions, to increase the efficiency of complex events due to the higher their balance, the simultaneous satisfaction of all the above mentioned subjects. An important sector of activity in this direction is the resolution of conflicts. For example, training for some specialties can be beneficial to the university and is not favorable for labor market specialists. Or contradictions inevitably arising at first between the social marketing service of the university and departments due to overlapping of their responsibilities and interests. Requires permission of these contradictions with the aim of optimization of relations between the counterparties, the transition to mutual, but not the substitution of one another.

The most important forms of service activities will be research, problem-methodological perspective, an innovative, functional-technological and organizational-technical.

In the framework of the research activities of socially-marketing the service of the university carries out marketing and sociological research to identify trends in the development of educational services market and labor market assessment and opinions of the subjects of these markets on various issues [5].

Examples of specific research would be the following: estimation of the volume of the next issue of schoolchildren in the region and forecasting the share of those who intend to enroll in the university; forecasting demand for specialists in different profile for the coming years; the study of the specificity of professional self-determination, as well as the type of motivation of students to learn, etc.

In the framework of the problematic of methodological activities for the social marketing service of the university is the specific complex of problems, the resolution of which is the basic meaning and purpose of its activities. Social marketing service of the university needs to make major efforts in the following directions.

Firstly, to facilitate the management of the university and authorities in dealing with the uniform organizational, methodological and socio-psychological positions of the entire cycle of problems faced by the graduates of secondary schools on the educational market and in front of the high school graduates in the labor market specialists. This possibility indicates a certain similarity between the problems of both markets.

Secondly, to assist the authorities in solving the border problems that arise at the intersection between the spheres stay young in the process of professional formation, between the external and internal factors and contradictions, which hinder the process [6]. Thirdly, to directly solve the problems associated with recruiting students, providing them with education and subsequent employment.

Assisting all subjects of the educational process in solving their problems-visit the prestige of this university, attract more students, allow for a more efficient marketing policy.

Promising innovative activities designed on the basis of ongoing studies to develop proposals and organizational management, research to be indispensable-analytical, socio-psychological and educational technologies to implement them in the practice of the university [7].

In particular, this refers to: development of technology for monitoring for federal, regional and local educational services market and labor market specialists, to develop proposals for the training departments of the universities in adjusting curricula and programs, the range of specialties and structure of release of experts with the needs of local, regional and national labor markets; development of the mechanism of increase of competitiveness of young specialists and their employment in the labor market, mechanisms for training and work motivation and socialization of students in the modern university, etc [8]. With this purpose, the results and experience gained in research activities.

In addition, the social marketing service of the university provides a review and analysis of published forecasts in the field of professional education and employment of specialists, masters of progressive experience in Russia and abroad, puts forward proposals to improve the work with students, incorporating the practices of advanced methods and technologies [9]. In general, such developments have to be put on a constructive basis of constantly activities.

In the framework of functional-technological forms of socially-marketing the service of the university holds routine, provides the operation developed and implemented informational, research, organizational, social technologies. In particular, it aims to improve the mainstreaming of youth; to promote its professional self-determination; to promote the process of adaptation of students to the modern socio-economic conditions [10].

In the framework of organizational and technical activities is to be held and providing support (office equipment and computer equipment, consumables, automation of core activities, maintaining computer databases, staff training social marketing services, exchange of experience with related departments of other universities, etc.).

Creation of social-marketing services in universities is supposed to not scratch. In modern educational and social practice, there are considerable groundworks in this direction

Firstly, it is the academic center of assistance to employment of students who began their work first in the labor market specialists, but gradually life-put them to implement functions and university social marketing and in that sense marketing of educational services.

Secondly, despite the fact that the set of students in high school focused all (and departments, and admissions, and courses of pre-university training), in some universities created specialized units to work with students, to participate in vocational guidance and assistance in admission to the university. They largely implement the functions of the pre-university social marketing [11].

Thirdly, the creation in universities of diverse divisions, in one way or another is to solve the problems of university social marketing (psychological support services, student councils and trade union committees, the headquarters of student labor and construction groups, etc.).

They can make a practical contribution to the organization of social marketing services, playing the role of the image. Moreover, the efficiency of this service will increase significantly if it manages to establish partnerships with regional and local authorities involved in youth policy, employment and education.

Conclusion. Currently, social marketing services that form the educational policies of the university, coordinating the efforts of various departments and integrate all private functions to assist in the professional development of students, were not yet established, the entire burden in this area falls on the administration, teaching tips, deans, departments. But the lower the level of structural divisions realizing the programs of university of social marketing, the less they are aware of the global policy of the university, the more different their actions, the less effect on the scale of the university, they are able to bring.

Summary. Thus, in modern conditions is very important to create a social marketing service of the university, which is designed to assist university management and authorities in dealing with the uniform organizational, methodological and socio-psychological positions of the entire cycle of problems faced by the graduates of secondary schools on the educational market and in front of the high school graduates in the labor market specialists. In addition, it focused on solving border problems arising at the interface between the spheres of stay of a young person in the process of professional formation, between the external and internal factors and contradictions, which hinder the process and directly address the problems associated with recruiting students, providing them with education and subsequent employment.

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