

**Shemetova N. K.**

### **Higher School Marketing Strategy Formation: Classifying the Factors**

**Abstract.** The paper deals with the main trends of higher school management strategy formation. The author specifies the educational changes in the modern information society determining the strategy options. For each professional training level the author denotes the set of strategic factors affecting the educational service consumers and, therefore, the effectiveness of the higher school marketing. The given factors are classified from the standpoints of the providers and consumers of educational service (enrollees, students, graduates and postgraduates).

The research methods include the statistic analysis and general methods of scientific analysis, synthesis, induction, deduction, comparison, and classification. The author is convinced that the university management should develop the necessary prerequisites for raising the graduates' competitiveness in the labor market, and stimulate the active marketing policies of the relating subdivisions and departments. In author's opinion, the above classification of marketing strategy factors can be used as the system of values for educational service providers.

**Keywords:** university's marketing strategy, educational services, factors, classification.

#### **References**

1. Tihomirova N. V., Isaev S. N. Trends of the Russian market of educational services of higher and additional professional education // *Universitetskoe upravlenie: praktika i analiz*. № 5. 2010. S. 32–40.
2. Notman O. V. Educational space of megapolis: the marketing analysis . Ekaterinburg: Ural. gos. un t, 2008. 134 s.
3. On introducing amendments to certain legislative acts of the Russian Federation in the part of the changes the notion and structure of the state educational standard: the Federal law from 01.12.2007 g. № 309-FZ (with changes and addition). [Electronic resource]. <http://base.consultant.ru/cons/cgi/online.cgi?req=doc;ase=LAW;n=117625>.  
<http://base.consultant.ru/cons/cgi/online.cgi?req=doc;ase=LAW;n=117625>.
4. On approval of the list of Federal state educational institutions of higher professional education, independently setting standards and requirements for realizing their educational programs of higher professional education: Decree of the President of 09.09.2008 g. № 1332 (with changes and addition). [Electronic resource]. <http://base.consultant.ru/cons/cgi/online.cgi?req=doc;ase=LAW;134998>
5. Problems of improvement of higher professional education on the way to the strategy of development: monograph . / pod nauch. red. G. V. Astratovoj, M. I. Hruwevoj. Ekaterinburg: Poligraf. centr AMB, 2004. 348 s.

6. Shemetova N. K. Problems of improvement of higher professional education on the way to the strategy of development: monograph // Nauch. vestn. Ural. aka-demii gos. sluzhby. № 3. 2011.