



THE ROLE AND EFFECTIVENESS OF MARKETING STRATEGIES IN INCREASING COMPETITIVENESS IN NON-STATE HIGHER EDUCATIONAL INSTITUTIONS

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Abstract. *This article examines the role and effectiveness of marketing strategies in increasing competitiveness in non-state higher education institutions. The research analyzed various marketing strategies - brand development, advertising campaigns, digital marketing tools and educational services - and their importance in increasing competitiveness. The results showed that effective marketing strategies have a significant impact on non-state higher education institutions gaining an advantage in market competition and increasing the number of students. The study serves to improve the marketing activities of institutions and increase competitiveness from a scientific and practical perspective.*

Keywords: *non-state higher education institutions, competitiveness, marketing strategies, brand development, digital marketing, educational services, student engagement.*

Аннотация. *В данной статье рассматривается роль и эффективность маркетинговых стратегий в повышении конкурентоспособности негосударственных высших учебных заведений. В исследовании проанализированы различные маркетинговые стратегии — развитие бренда, рекламные кампании, инструменты цифрового маркетинга и образовательные услуги — и их значение для повышения конкурентоспособности. Результаты показали, что эффективные маркетинговые стратегии оказывают значительное влияние на получение негосударственными высшими учебными заведениями конкурентного*

преимущества и увеличение числа студентов. Исследование служит для совершенствования маркетинговой деятельности учреждений и повышения конкурентоспособности с научной и практической точки зрения.

***Ключевые слова:** негосударственные высшие учебные заведения, конкурентоспособность, маркетинговые стратегии, развитие бренда, цифровой маркетинг, образовательные услуги, вовлеченность студентов.*

Introduction

In recent years, the role of non-state institutions in the higher education system of Uzbekistan has significantly increased. In the conditions of a market economy, higher education institutions strive to attract their students, provide quality educational services and increase their competitiveness. At the same time, competition in the higher education market has intensified, and increasing the number of students, providing quality educational services and strengthening the brand image have become urgent tasks for non-state institutions. Increasing competitiveness is associated not only with the financial stability of the institution, but also with the formation of its international reputation and continuous improvement of the quality of educational services. Marketing strategies serve as an effective tool for non-state higher education institutions. They help develop a brand image, attract students and increase their loyalty to the institution. Also, through marketing, institutions gain the opportunity to adapt their educational services to market requirements and differentiate themselves from their competitors. Modern marketing approaches - digital marketing, communication through social networks, advertising campaigns and differentiation of educational services - significantly increase the competitiveness of non-state higher education institutions.

However, practice shows that many non-state higher education institutions face difficulties in the systematic and targeted application of marketing strategies. Some institutions do not sufficiently understand the essence of marketing or cannot develop effective strategies due to lack of resources. Therefore, it is important to

scientifically study the impact of marketing strategies on competitiveness, their effectiveness and practical results.

This article aims to analyze the role and effectiveness of marketing strategies in non-state higher education institutions, to identify ways to increase competitiveness through their effective application. The results of the study will serve to improve the marketing activities of non-state higher education institutions scientifically and practically and will help to develop recommendations for increasing competitiveness.

Methods

This study aimed to determine the impact of marketing strategies on competitiveness in non-state higher education institutions and was conducted on the basis of a combination of qualitative and quantitative research methods. Several non-state higher education institutions in Uzbekistan were selected as the object of the study, and the subject was marketing activities and competitiveness indicators. The main goal of the study was to assess the effectiveness of marketing strategies and determine their impact on the competitiveness of institutions.

Several methods were used in the research process. First of all, the opinions of students, professors and teachers, and the management of the institution were collected using questionnaires and interview methods. The questionnaire questions were aimed at assessing the effectiveness of marketing strategies, brand image, use of advertising media, and their impact on competitiveness. Also, detailed information was obtained through interviews about the marketing approaches currently used in institutions and their results.

The study identified the strengths and weaknesses of marketing strategies, as well as existing opportunities and threats. This allowed a systematic assessment of the effectiveness of marketing activities of non-state higher educational institutions and their potential for increasing competitiveness.

Statistical methods were also used to analyze the research results. The responses of students and the institution's management were collected, and based on them, the effectiveness of marketing strategies and their impact on increasing competitiveness were quantitatively measured. This approach ensured the reliability and accurate assessment of the research results.

This methodology allowed the development of scientifically based recommendations on the effective use of marketing strategies in non-state higher educational institutions and increasing competitiveness. The research results also serve to improve marketing activities in practice and strengthen inter-institutional competitiveness.

Results

The results of the study showed that marketing strategies in non-state higher education institutions significantly increase the competitiveness of institutions. The results of the questionnaire and interviews reflected the opinions of students and the institution's management and made it possible to assess the effectiveness of marketing.

Firstly, brand development and advertising campaigns have a positive impact on the process of attracting students. Students pay great attention to the brand and reputation of the institution, for whom the image and recognition of the institution are an important factor in the selection process. At the same time, the effective use of advertising and promotional tools increases the level of recognition of the institution and allows attracting new students.

Secondly, the use of digital marketing tools, in particular social networks and online platforms, increases the effectiveness of marketing strategies. The study showed that online marketing campaigns help to establish quick and effective communication with students and increase the competitiveness of the institution in the market. Also, digital marketing tools provide an opportunity to identify the needs of students and offer them customized educational services.

Third, the effectiveness of marketing strategies is also related to the differentiation of educational services. Non-state higher education institutions create added value for students by differentiating their educational programs and additional services from those of their competitors. The results of the study showed that differentiated services increase student loyalty and ensure the long-term competitiveness of the institution.

The study also revealed a positive relationship between marketing costs and the number of students. Effective marketing strategies increase student engagement and strengthen the financial stability of the institution. At the same time, monitoring and analyzing the results of marketing activities allows institutions to further improve their strategies.

In general, the results of the study showed that marketing strategies play an important role in increasing the competitiveness of non-state higher education institutions and their effectiveness can be assessed on a scientific basis.

Discussion

The results of the study showed that marketing strategies in non-state higher education institutions are important in increasing the competitiveness of institutions. The effectiveness of brand development and advertising campaigns significantly affects student selection and the market position of the institution. This result is consistent with international and domestic scientific research, since brand reputation and recognition in the modern higher education market directly affect student decisions.

The effectiveness of digital marketing tools was also revealed in the study. The active use of social networks and online platforms allows institutions to communicate quickly and effectively, makes it easier to identify student needs and offer educational services tailored to them. At the same time, through digital marketing, the institution can effectively promote its innovative educational programs and additional services in the market, which increases competitiveness.

The role of differentiated educational services was also clearly seen in the study results. Non-state higher education institutions create added value for students by distinguishing their educational programs and additional services from those of their competitors. This approach not only increases student loyalty, but also ensures the long-term competitiveness of the institution.

It should be noted that the effectiveness of marketing strategies is also related to the resources of the institution, monitoring of marketing activities and analysis of results. The results of the study showed that the application of a systematic marketing approach and continuous improvement of strategies helps to strengthen the market position of non-state higher education institutions.

In general, the study showed that the targeted and systematic application of marketing strategies in non-state higher education institutions is crucial for increasing competitiveness. On this basis, it is recommended for institutions to improve marketing activities and introduce innovative approaches.

Conclusion

The results of the study showed that marketing strategies in non-state higher education institutions are important in increasing the competitiveness of institutions. Brand development, advertising campaigns, digital marketing tools and differentiation of educational services are effective tools for institutions to attract students and strengthen their position in the market. Systematic and targeted marketing approaches allow ensuring the long-term competitiveness of the institution and increasing the effectiveness of marketing costs.

On this basis, it is important for non-state higher education institutions to apply a systematic approach to planning and implementing marketing strategies, developing a brand image and effectively organizing advertising campaigns. Active use of digital marketing and social networks allows for effective communication with students and identifying market needs. Differentiation of educational services and the introduction of innovative approaches significantly increase the

competitiveness of the institution. Regular monitoring and analysis of the results of marketing activities allows for further improvement of strategies.

Overall, the results of the study show that non-state higher education institutions can achieve competitive advantage, increase student enrollment, and improve the quality of education by effectively implementing marketing strategies. These results serve to improve the marketing activities of institutions in practical and scientific terms.

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