

resources is the most important argument for creating new companies using advanced technologies and mechanical processes [5].

Thus, the effective management of higher education competitiveness at the state level should result in strengthening the position of ukrainian universities, reducing the outflow of ukrainian students abroad and increasing the number of students, primarily from developed countries, which can be regarded as evidence of recognition of the quality of national education.

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## MARKETING COMPONENT OF HIGHER EDUCATION INSTITUTIONS COMPETITIVENESS

Marketing is increasingly important in the field of higher education services. This is due to increased competition between higher education

institutions (HEI), reduction of budget places and the proliferation of paid education. In order for HEI to succeed in the education market, its services must be competitive. In this case, the competitiveness of educational services, compared to other goods and services, has its own specificity. That is why there is a need to study methods for its evaluation. For this purpose, the concept of educational marketing is introduced into the modern education system as an integral part of the organization of the educational process.

The relevance and practical relevance of the study is due to a number of reasons. Firstly, there is now a gap in the Ukrainian education system in the marketing management of HEI, since there are no separately created areas of regulation of this issue. Secondly, in the context of competition in the educational services market, marketing and its components are the main tools for addressing the positioning of an institution and its place on the market.

Given the relevance, the research of marketing problems in education is devoted to the scientific works of such authors as: A. Kostiuhenko [1], O. Rodionov [2], V. Sychenko [3] and others. Author's publications are also devoted to marketing analysis of competitiveness [4–5].

In Ukraine, higher education is recognized as one of the leading spheres of social development. At present, Ukraine's educational national innovation system is just emerging. Creating and implementing innovative models requires the development and implementation of an appropriate HEI development strategy. The formation of the overall marketing complex of HEI strategies determines the policy of choosing the strategy of training specialists in different directions. The theory of marketing examines a set of similar strategies for the product. Adapting this strategy to the market for higher education services is a pressing issue for HEI.

To consider in detail, the marketing component of HEI's competitiveness, one must first determine which product it enters the market for. During the development of the strategy, it is necessary to carefully study the features of higher education services, their differences from the goods, other characteristics and basic elements.

However, the theoretical concepts of marketing and service management have emerged not too long ago. The basic work in this sense is considered by J. Shostak's article [6]. This article was the first attempt to divide goods and services, to overcome marketing orientation only on goods, to distinguish the main distinguishing characteristic of services, their insensitivity.

Since the late 1970s, services have become the focus of much attention by many researchers who have identified and described other characteristics of services. They are: the inability to store, the inseparability of the production of the service from its use, the instability of quality. The active participation of the client in the process of providing the service is its feature. This is due to a combination of process and result, two critical elements. In the case of educational services, the result is an increase, or a change in educational degree, or professional qualification that the recipient of the service seeks. The process is the learning itself, in a way organized and equipped with appropriate resources. The result is very important, but competition between service providers in most cases goes to the process level [7]. For example, in preparing a Bachelor of Marketing, the result sought by the various HEIs that provide Bachelor's degree in Marketing is expressed in a certain amount of knowledge, skills and competencies, as evidenced by the relevant document. The result depends on how the learning process is organized, what resources are available, how effectively they are used, as well as the activity and motivation of the student himself, his/her previous preparation, abilities, etc.

An important means of integrating HEI into Ukraine's current economic structure is to integrate marketing into their structure. By HEI's marketing strategy, we understand activities that are aimed at using the most effective methods of achieving the goal by the means of marketing. Philip Kotler defines marketing strategy as a rational, logical construction, guided by which the organizational unit expects to solve their marketing tasks [8].

Therefore, market analysis is the basis for the development of a HEI marketing strategy, which involves the use of the most effective methods of achieving its goal by means of marketing. No matter what model a guide uses to develop a HEI marketing strategy, you need to create consumer values through the development of unique educational programs, taking into account international peers.

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## **THE NEED OF FINANCIAL INDEPENDENCE IN EDUCATIONAL INSTITUTIONS**

Modern Ukraine is reflected in the reorganization and modernization of the state's educational processes. Today is reflected in the possibility of free choice of higher education institution for students. However, from the institutions of education there is a great influence of state bodies not only in the educational process but also in the activity of such structures. That is why the issue of financial independence and independence of educational institutions is a pressing issue for the educational field.

Financial independence or financial freedom is a term commonly used to describe the financial position of a person for whom he or she has enough personal fortune to be independent of the wages and salaries derived from the sale of his or her own workforce. Usually financial independence comes from inheritance from parents or other relatives, and sometimes personal gain.

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