



SCIENTIFIC AND METHODOLOGICAL FOUNDATIONS OF MARKETING MANAGEMENT IN THE ACTIVITIES OF HIGHER EDUCATION INSTITUTIONS

Shodiyabonu Abitdjanovna Khodjayeva

Associate Professor, PhD.

TSUE, Department of "Trade Business",

Abstract

This article examines the scientific and methodological foundations of marketing management in the activities of higher education institutions. Based on international experiences and statistical data, the role of marketing management in ensuring the competitiveness of universities is analyzed. The article discusses modern marketing methods applied in the higher education system, their scientific foundations, and the possibilities of implementing them in national conditions.

Keywords: Higher education institutions, marketing management, scientific and methodological foundations, education services market, digital transformation, international experience, innovation management, student needs, competitiveness, quality of education.

Introduction

The development of the higher education system is directly linked to the scientific and methodological foundations of marketing management. In today's global environment, universities are viewed not only as providers of knowledge but also as organizations operating in the service market. According to UNESCO data, the annual volume of the global higher education services market exceeds 3 trillion US dollars, turning education into one of the key branches of economic activity. Analyses by international ranking agencies (QS, Times Higher Education) show that marketing management plays a decisive role in increasing



the brand value of universities and attracting applicants. From this perspective, developing the scientific foundations of marketing management in Uzbekistan's higher education system is considered a pressing issue.

Methodology

Theoretical justification – Marketing theories of scholars such as P. Kotler, F. Webster, and M. Porter were applied.

Comparative analysis – The marketing management practices of universities in the USA, the UK, South Korea, and Germany were compared with those in Uzbekistan.

Statistical analysis – Development trends of the education services market were studied based on UNESCO, World Bank, and OECD data.

Systematic approach – University teaching processes, scientific activity, and innovation projects were considered within a single marketing system.

For example, according to the OECD 2023 report, 68% of universities in developed countries use digital marketing platforms in their operations, while in Uzbekistan this indicator does not exceed 20%.

Results

According to the research, the scientific and methodological foundations of marketing management in the activities of higher education institutions are expressed as follows:

Demand-oriented marketing – continuous analysis of applicants' and students' needs (through surveys, big data, and CRM systems).

Brand management – forming the international image of the university and improving its position in QS and THE rankings.

Innovative marketing technologies – digital platforms, virtual campuses, education services based on IoT and AI.

Collaborative marketing – developing strong ties between universities and employers.

Marketing that ensures financial sustainability – attracting additional resources through paid courses, online education, grants, and investments.



For instance, in South Korea, 74% of higher education institutions have strategic marketing centers in their operations, while in Uzbekistan this figure is less than 10%. This shows the need to widely introduce scientifically based marketing methodologies in the national system.

Discussion

International experience shows that when marketing management in higher education institutions is established on a scientific basis, universities achieve significant improvements in financial stability, positions in international rankings, and student enrollment. For example, in the United States, on average 15% of universities' annual budgets are allocated to marketing activities, while in the United Kingdom this figure is 12%. In Uzbekistan, however, funds allocated to marketing activities remain very limited, which leads to weakened competitiveness. Therefore, it is essential to develop the scientific and methodological foundations of marketing management, strengthen them legally, and prepare qualified specialists.

In addition, global trends show that digital technologies play a decisive role in the higher education services market. Online education, distance courses, and MOOC platforms are becoming new marketing tools for universities. Thus, in Uzbekistan, to develop marketing management on a scientific basis, it is necessary to adapt international experience to local conditions and create concrete methodologies grounded in statistical data. Effective organization of marketing management in higher education institutions not only increases student enrollment but also expands the quality of education and diversification of services.

International experience also shows that the marketing strategies of leading universities should be based on jointly analyzing the needs of students and employers. For example, according to QS World University Rankings (2024), the world's leading higher education institutions allocate more than 60% of their marketing budgets to digital communication.

In Uzbekistan, since 2023, as competition among higher education institutions has intensified, marketing approaches have shifted from being merely a tool of advertising to becoming part of brand and trust-building processes. Research



indicates that student satisfaction levels are 25–30% higher in universities that implement international-level education programs. This means that marketing management affects not only external visibility but also directly influences the university's position in global rankings by managing the student experience.

According to OECD data, in countries where higher education institutions add innovative services to their marketing strategies, graduate employment rates are on average 15% higher. In Uzbekistan as well, the introduction of LMS (Learning Management Systems) and CRM (Customer Relationship Management) systems is playing an important role in moving marketing management to a new stage. These systems allow strengthening individual communication with students, monitoring the learning process, and improving service quality.

Thus, the scientific and methodological foundations of marketing management make it possible to market educational services not only domestically but also internationally. In conclusion, introducing marketing management in higher education on a scientific basis ensures not only financial stability but also significantly strengthens competitiveness in the international arena.

Conclusion

The scientific and methodological foundations of marketing management in higher education institutions are of decisive importance for increasing the competitiveness of universities in the global education space, ensuring financial sustainability, and providing services that meet students' needs. International experiences show that when universities approach marketing management on a scientific basis, their quality of education and prestige increase significantly. Therefore, in Uzbekistan's higher education system, developing and implementing the scientific and methodological foundations of marketing management is a pressing task.

References

1. Kotler, P. Marketing Management. – Pearson, 2017.
2. OECD. Education at a Glance 2023. – Paris, 2023.
3. UNESCO. Global Education Monitoring Report, 2022.
4. Times Higher Education (THE) World University Rankings, 2024.
5. Decree of the President of the Republic of Uzbekistan, PF–60, 2022.