

**The importance of university marketing in achieving the of
educational services goals. Survey study of students of
Administration College at the
AL- Iraqi University.**

Prepared by



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Abstract:

The importance of shopping in university education institutions has increased due to the various changes that the world has witnessed. University marketing has become an important means in achieving the goals of university institutions by providing the product and services to its customers, which contributes to increasing the profits of the institutions and satisfying the needs of the targeted markets, which contributes to increasing the volume of economic activity as well as satisfying the desires and needs of customers of different social ranks whether they are students or parents, members of government or faculty members.. Based on the foregoing assumption, this research aims to identify the reality of university marketing through the views of Iraqi university students and the role of university marketing in achieving the goals of educational services. Among the most prominent conclusions reached by the researcher, the study revealed that universities and colleges do not seek to hold conferences or seminars and local, regional and international workshops in promoting university marketing. Moreover, it was also shown that the Faculty of Administration and Economics at the Iraqi University was not interested in university marketing in terms of promoting a culture of university marketing in order to improve educational services.

Keywords: (Marketing, University Marketing, Educational Services Marketing, University Public Relations)

First: Research problem:

The research problem centered on the following main question:

What is the reality of university shopping in achieving educational services in universities among college students)?

Through the main question, the following sub-research questions are branched out:

1. What is the reality of the importance of university marketing in achieving the goals of educational services in universities
2. What is the relationship between the university marketing and labor market in the colleges?
3. What are the methods used for university marketing in favoring educational services in colleges?
4. What are the obstacles of university marketing in providing educational services in colleges?

Second: The importance of research

1. Identifying the views of college students towards university marketing through educational services provided by universities to improve its performance in order to provide an educational service that keeps pace with modern global developments.

Third: Research objectives

This research aims to:

1. Investigating the reality of university marketing in achieving educational services in the College of Administration and Economics.
2. Identifying the relationship between university marketing and the requirements of applying the educational services marketing system and its relationship to the requirements of the labor market.
3. Finding out the methods used by university marketing to activate the system of educational services in colleges.
4. Exposing the obstacles of university marketing in providing educational services in colleges.

Fourth: Research hypotheses

1. There are statistically significant differences in the importance of university marketing In achieving the goals of educational services according to the variable (gender, age).
2. It is hypothesized that there is a statistically significant correlation between the methods used for university marketing in activating educational services and among the obstacles of university marketing in providing educational services.

Fifthly. Research community

It is represented by the students of the College of Administration and Economics, which is one of the formations affiliated with the Iraqi University, The reason for the selection of students of the Faculty of Management and Economics The proximity of its specializations and departments that require a clear vision and a deep thought about the subject of university marketing in higher education.

Sixth: Research fields:

Time domain: The period of time from 1/4/2020 to 31/4 /2020 was determined as a time field for .research

The human field: It was represented by students of the Faculty of Administration and Economics at the Iraqi University, the number (150) subjects, distributed according to their scientific departments.

Spatial domain: represented by the College of Management and Economics it is one of the formations of the Iraqi University as a spatial field for the research sample and its scientific departments.

Hypotheses results

The first hypothesis: There are statistically significant differences in the importance of university marketing in achieving the goals of educational services and according to the variable (gender, age

The second hypothesis:

There is a correlation with statistically significant differences between the methods used for marketing university in activating educational services and among the obstacles of university marketing in providing educational services.

Conclusions:

The respondents' position on university marketing is an important means to achieve the goals of universities by strengthening his relations with the local community through various exhibitions and seminars.

1. It turns out that university marketing is working to cultivate loyalty to the college graduate but there is the absence of a clear and specific policy to link college graduates after graduation.
2. It became clear that universities and colleges do not seek to hold conferences and seminars and local, regional and global workshops in promoting university marketing and educational services.
3. The study showed the absence of university marketing goals in universities the senior management is not convinced in the educational services that university marketing provides to the public.
4. The study showed the absence of good planning in university marketing Educational services and the development of their various services to support and achieve the marketing of educational services in colleges.
5. Lack of interest in the College of Administration and Economics at the Iraqi University Internal marketing in terms of consolidating the culture of university marketing and the introduction of marketing information and create job satisfaction among workers.
6. The absence of cognition and awareness by marketing teams in colleges the importance of marketing and its effective role in achieving educational services and the lack of qualified leadership concerned with university marketing.

Recommendations

1. Colleges and universities should adopt modern methods in the field of planning and developing its services in university marketing in order to achieve the marketing of educational services and study the market and determine its needs.
2. There is a need to activate the role of public relations internally and externally to build a wide network of relationships with universities and state institutions and increase the seminars and meetings between staff, students, management and the public.
3. Raising awareness of the importance of university marketing with what universities and colleges offer Education services for faculty, staff, and students.
4. Calling for internationalization of university and university education to upgrade the international position of Iraqi universities.

5. Working on the possibility of cultural and scientific cooperation between universities at the local, regional and international level.

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