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## **POSSITIONING OG HIGHER EDUCATION INSTITUTIONS ON THE MARKET OF EDUCATIONAL SERVICES**

### *Summary*

For higher education institution, one of the most important tasks is to form its own competitive advantages, search, interest and retain consumers, because the main goal of HEIs is its long-term successful activity based on the quality of educational services. On the one hand, the transition to market relations has contributed to the emergence of non-governmental (private) higher education institutions, increasing the number of participants and a variety of educational programs. On the other hand, the demand for higher education services has risen sharply. As a result, competition in the education market has intensified, which has prompted higher education institutions to increasingly use marketing to adapt their activities to market conditions. The complexity of positioning a higher education institution is determined by the diversity of consumers of educational services, including employers as representatives of the labor market. Therefore, the task of the educational organization is to find a unique position that, being significant for all or most consumers, would allow the higher education institution to differentiate itself from competitors. The article investigates the directions of positioning of higher education institutions. It is established that as a result of increasing competition in the market of educational services, there is a need for higher education institutions to increasingly use marketing to adapt their activities to market conditions. The essence of the definition of "positioning" from the point of view of different authors is considered, the concept of positioning through the prism of higher education institutions is singled out. The criteria for selecting higher education institutions by potential entrants (economic, social, organizational), generalized a survey of respondents to identify areas of positioning (ownership, educational programs, demand for graduates in the labor market, interaction with the business environment, additional services to consumers, staff , opportunities for comprehensive personal development, cost).

*Keywords:* positioning, market of educational services, institutions of higher education, marketing, strategy

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