
STRENGTHS OF MARKETING EDUCATION SERVICES UNIVERSITY OF VIETNAM NATIONAL UNIVERSITY OF FORESTRY

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SUMMARY

Service marketing applied in business has been gradually applied in the field of education, especially in the field of university education. This is inevitable in the context of higher education market education and competition in the global education. The study has focused on the current situation of applying marketing of educational services at the forestry university. Research results show that the school has applied all marketing tools in marketing services of higher education such as product, price, location/distribution, promotion, people, physical evidence, process to increase enrollment and improve the brand of the school in the context of enrollment autonomy, self-control and comprehensively improve the quality and brand of the university; At the same time, research indicates the advantages and disadvantages of marketing education services. Based on that, set three groups of solutions to improve the marketing activities of higher education services at the Vietnam National University of Forestry.

Keywords: Education market, marketing services, marketing services for higher education, Vietnam National University of Forestry.

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