

Applying Service Marketing To Improve The Quality Of Training At Hanoi University Of Natural Resources And Environment

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ABSTRACT

Service marketing in business has been widely applied in education, significant higher education. This is inevitably in the university chemical market and competition in global education. Research has gone into understanding applying marketing services at Hanoi University of Natural Resources and Environment. Research results show that the school has used all service marketing tools in higher education services such as products, prices, locations/distribution, promotional promotion, child people, technical facilities, and the supply process to enhance enrollment and improve the brand of the school in the context of admission, autonomy and comprehensive improvement of home quality and branding school. At the same time, research shows the advantages and limitations of higher education marketing activities.

KEYWORDS: Marketing, training, university.

1. Inquiry topic

Service marketing applied in business has been gradually being widely applied in the field of education, especially higher education. This is inevitable in the context of the market for higher education and competition in the global education sector. In Vietnam, many studies have shown that the application of service marketing in higher education, enrollment, in building and developing the school's brand is inevitable and effective in the context of autonomous universities. enrollment, financial autonomy, competition for enrollment, pressure to restructure training organizations to meet social needs festival...

Hanoi University of Natural Resources and Environment is also not outside that influence orbit. The school is under many pressures and challenges in the process of development. The school also has to take many different measures such as restructuring, improving teaching quality, renovating the

program, and increasing enrollment... On that basis, the article has studied the current situation. The school's activities in the past 5 years are based on the service marketing perspective, from which to propose solutions to promote marketing activities of educational services at the school. who solve the pressures of the school and give ideas for the construction and development of the school in the present time.

2. Contents

2.1. The basics of marketing educational services

Philip Kotler defines educational services marketing: "Marketing is the analysis, planning, implementation, and control of carefully designed programs that provide a voluntary exchange of values with markets. target field to achieve organizational goals. Marketing is concerned with the organization's

design and supply to meet the needs and wants of target markets and to make effective use of the prices, communications, distribution, incentives, and services of these markets. , Kotler and Fox (1995).

Marketing tools make it possible for an organization to meet customer needs and provide customers with the value they need. The marketing mix refers to the implementation strategy, implemented by certain tools and techniques such as product, price, place, promotion, and communication. These are collectively known as the "4Ps". However, Palmer (2001) pointed out some limitations of this model in using marketing tools for services in general and educational services, and higher education services in particular. This limitation comes from the nature of educational services, it exceeds four words P.

Kotler and Fox (1995) have inherited and introduced a new marketing mix model, specially designed for educational institutions, specifically higher education, consisting of seven marketing tools (marketing 7Ps): Supply program/service, delivery - location, price/cost, promotion and communication, process, facilities, and people. This model addresses the limitation that Palmer (2001) pointed out. Besides the model proposed by Kotler and Fox, many authors also proposed many mixed marketing models for services. However, the elements that make up mixed marketing are all similar but are named and grouped differently. In this study, the author uses the model proposed by Kotler and Fox as a theoretical framework to study the actual operating status of the Hanoi University of Natural Resources and Environment based on the viewpoint of the University of Natural Resources and Environment. marketing.

2.3. Current status of marketing activities for higher education services at Hanoi University of Natural Resources and Environment

I. Training program (CTDT)

Regarding the structure of the training program: The school has a full curriculum, teaching and learning plans for the undergraduate program, the master's program, the college curriculum, and the junior high school program. The school's curriculum is built by current regulations, included in the list of training programs of the Ministry of Education and Training; According to the Regulations on developing and adjusting, and updating training programs for all disciplines of the University, the structure of the training program of the University focuses on long-term formal training (undergraduate level. learn).

- The process of building an e-curriculum: Ensure systematic, rigorous, and reasonable. When building the training program, the University has established a training program development committee, on that basis, the university assigns tasks to each member of the committee. The training program development board drafts a report to the Faculty of Planning and Investment Council to organize a meeting to consult for the training program of professional scientists, lecturers, managers, representatives of employers, and managers. and alumni (SV). The comments were received, processed, and selected to derive meaningful reference information for the development of the curriculum. After the Faculty/Institute's Planning and Investment Council agrees, it will submit it to the School's Planning and Investment Council for appraisal and submit it to the Rector for a decision to promulgate. CTDT.

of prestigious universities in the country and above position gender.

After being promulgated, the training program is concretized by the training plan by semester and school year. Information about training programs, training plans, timetables... are posted on the University's website, in student handbooks, and in student handbooks.

2. Main book price chief Translate service spear sex grand learn

The price of higher education services for a university is the reasonable financial income (enough to exist, develop, and be accepted by learners) that the university earns from training activities on a per capita basis. study in each profession, level, system, type, and training class, fostering a nursing fixed fee, also known as a tuition fee.

The current tuition fee rate of the University for regular undergraduate students by the State's regulations in Decree No. 49/2010/ND-CP and Decree No. 86/2015/ND-CP dated 02/ October 2015 of the Government regulations

3. Distribution policy in the marketing of higher education services in Schools

Establishing recruitment and training channels (Educational service marketing channel): Direct enrollment channel is the school that conducts enrollment and training directly at the University's head office. Including direct enrollment and training at full-time university levels, transfer from college to university, work-study program, and master's degree. The enrollment and training channel is indirectly through intermediaries that are local training units. The university has carried out linkages and cooperation in inter-university training, master's training, and work-by-learning (VLVH) training with intermediate training organizations such as vocational schools, colleges, centers, and universities. Continuing education in provinces such as Phu Tho, Son La, Thanh Hoa, Ha Giang...

- Choosing the form and method of training

Form of training: To meet the needs of learners, the University has diversified types of training from regular programs, standard programs, high-quality training, physical

education, formal connection, and joint training. Communication from the intermediate level, college to university, diploma 2, joint training with foreign countries to short training term.

The drawback is that the current forms of high-quality training are almost unable to recruit students, and the short-term training forms are still few, especially the soft skills training courses for students are still lacking and weak.

The school regularly organizes exchanges and meetings with businesses to promote the image and advise, introduce jobs to learners, and organize job counseling programs to enhance job application skills. and work effectively for final-year students

4. About the mining process create

The system of documents regulating the training process of the University of Natural Resources and Environment of Hanoi is built and promulgated according to a logical system in terms of management, does not overlap in content, and always meets the requirements of the Government. The actual situation of the school. This system of documents and other legal documents have been widely disseminated throughout the school through letters sent to each unit, and through the administrative document system on the school's website. After that, the units were re-mastered for all staff, and contract workers of their units and considered a process and guide for civil servants, public employees, employees, and students. in the School to perform the assigned tasks, contributing to the good performance of the tasks of each year learn.

However, interviews with stakeholders about the effectiveness of the management document system have not been conducted.

2.4. Solutions to promote marketing activities of educational services

1. Communicating the spirit of marketing in providing higher education services to all individuals and units involved in the process of providing higher education services learn

- Every lecturer and staff member must understand and be imbued with "**The marketing spirit with customer orientation as the center". mind**".

- Organize ideological and political education activities firstly for all officers, lecturers, and staff throughout the university to change and instill a new philosophy in higher education today and a marketing philosophy in supply. higher education services learn.

- Organize political and ideological educational activities for learners to realize their position, role, and responsibility in the supply chain of higher education services. learn.

2. Identify the right target customers (subjects of service) and the needs of the target customers' pepper

- Regularly monitor, grasp, and update the country's socio-economic development guidelines and policies, socio-economic development trends, and global education bridge.

- Establish an information system to survey, understand and assess learners' needs in all stages of the higher education service delivery process (before, during, and after the training process). create.

- Regularly organize surveys, learn and assess the needs of organizations and businesses to use labor Karma.

3. Promote marketing activities for higher education services through strengthening the implementation of mixed marketing policies fit

- Diversify and innovate programs/translations educational services towards developing learners' capabilities and answer application soft bridge core force give soil country.

- Promoting the advantage of price tools in providing higher education services learn.

Diversify training methods and forms

of training.

- Innovate and strengthen promotion and communication activities to stakeholders and communities in the provinces Fort.

- Improve the quality of lecturers and the rolling system the set core tablets support labor works lecture teach.

Continue to invest in and modernize facilities and learning systems, reaching not only national standards but also international standards.

- Renovating the process of providing higher education services learn.

CONCLUSION

The study assessed the current status of marketing activities for higher education services of Hanoi University of Natural Resources and Environment through seven mixed marketing policies that the university is applying. From there, find out the advantages and limitations in marketing activities as a basis for offering solutions to promote marketing activities of higher education services of Hanoi University of Natural Resources and Environment such as fine communication and information technology. marketing spirit of higher education services to all staff and students in the whole university, identifying the right target customers and specific solutions related to the marketing mix policy. fit.

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