



Educational management and marketing

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This paper aims to address institutional management and marketing, from the perspective of the Romanian educational system. From the point of view of institutional management, it presents the organization of the school institution vertically, and from the point of view of marketing, the school institution must promote the educational offer, in which the central part is communication. The institutional communication had as method the approach of communicative strategies within the school organization that focused on the interaction of the members of the organization, not only on the vertical, but also on the managerial ethos, which is a generator of a climate of trust, initiative, participation and responsibility.

Keywords: educational management, educational marketing, educational system.

JEL Classification: I21, C19

1. Introduction

This paper aims to address institutional management and marketing, from the perspective of the Romanian educational system. From a management point of view institutionally it presents the organization of the school institution vertically, and from the point of view of marketing, the school institution must promote the educational offer, to which the central piece is communication.

The method of institutional communication was to approach communicative strategies within the school organization that focused on the interaction of the members of the organization, not just on vertical, but also on the managerial ethos, which is a generator of a climate of trust, initiative, participation and responsibility.

Following the case study, it is concluded that marketing strategies and the management of the marketing activity must be adapted to the requirements of the new wave of realities technological and global.

The promotional activity adopted in this paper is a step in nature communication that was well planned and carried out over a set period of time, which was carried out in the form of campaigns in which with the help of specific techniques (promotion, publicity) is acted in order to achieve some objectives related to the image a service or organization or to stimulate the target audience (parents, students) to use a certain behavior.

On the other hand, the importance of marketing today is growing obvious. Being an institution that wins the dominant position in the market, marketing is very important to



understand customer needs and to find solutions that satisfy them. School staff need to know how to advertise and promote their products so that customers know about them and want them to be an integral part of it institutions: School.

2. Methodology

Any school institution has as main functions: the educational function, the function administrative, secretarial-normative-salary function, financial-accounting function (Hodoar, 2002).

The educational function guides and controls the educational activity within the institution through the implementation of school curricula and curricula, the use of effective teaching strategies, good preparation of students (Cristea, 2000). This function is performed with the help the teaching staff guided by the director of the educational unit.

The administrative function is performed by the unit administrator. Under its subordination are non-teaching staff (guards, porters, mechanics). With the approval of the management, the administrator solves the problems that belong to the administrative sector.

Every educational unit has a Board of Directors. The board consists of: director, deputy director, chief accountant, heads of the subjects taught and the chairman of the parents' committee. The Board of Directors is the one that makes all the decisions, it being consulted on the issue regarding the termination of employment contacts, expulsions of students, repair works.

3. Advertising and promotion in and out of school

The director is subordinated to both the deputy director and the teachers (teachers' council) and the staff from the accounting department. The Deputy Director is responsible for the administration department, the secretary and the practical training workshop.

The main decision-making bodies within a school are (Nicolaescu, 2000):

The Board of Directors - is the decision-making body of the school activity in the administrative fields, of the school development programs, in the improvement of the partnership relations with the local community, the financial, salary, personnel policy, etc. It consists of: the director of the educational unit, the deputy director, representatives of the teachers, elected by the teachers' council, the chief accountant, representatives of the local public authorities, of the local institutions and organizations, of the students.

The teachers' council is the decision-making and management body of the school activity in the fields: curricular, extracurricular, of educational activities and programs, of awarding prizes and sanctions for students and teachers. It consists of all teaching and training staff, full and substitute and has a decision-making role in the field of educational instruction.

The Curriculum Council is a body subordinated to the principal and is composed of the heads of all departments and teams, school principals and the psychoeducational teacher. The curriculum council is subordinated to: the department commissions, the continuous training and professional development commission, the timetable commission.

The curriculum council is a body subordinated to the principal and is composed of the heads of all departments and teams, school principals and the psychoeducational teacher. Each school year its composition is approved by the Teachers' Council. The Curriculum Council is the one that elaborates:

- the educational offer of the educational unit and the promotional strategy

- the school curricular project: school aims and objectives, optional subjects, evaluation methodology
- annual and half-yearly work plans

The curriculum council is subordinated to: the department commissions, the continuous training and professional development commission, the timetable commission.

The working committees are set up annually, the heads of the commissions being appointed by the Board of Directors. Other commissions: the disciplinary commission, the commission for extracurricular activities, the commission for democratic education, the commission for the organization of the school service, the commission for investments and material expenses; the commission for organizing the “School Days”, the commission for school and professional guidance, the commission for preventing and combating violence in the school environment, etc.

Each commission has a folder that includes: the structure of the commission, the operating regulations, minutes, activity plans, activity analysis reports. The folder is kept at the disposal of the director.

The methodical commissions / departments are set up on groups of disciplines according to the decision of the Board of Directors. Duties:

- elaborates proposals for the educational offer of the school and its strategy
- monitors the way in which the students are evaluated and the program is completed in each class
- periodically analyzes students' school performance
- organizes research and continuous training activities: exchanges of experience, demonstration lessons, etc.
- the head of the department evaluates the activity of each member and proposes annual grades
- the heads of the department provide assistance especially to new teachers and trainees

The head of the department is accountable to the director and the specialized inspector for the professional activity of its members.

The educational commission is set up at the beginning of each school year and is the one that coordinates the educational activity. It consists of: the board of directors, the commission of extracurricular activities, the cultural commission, the psycho-pedagogical teacher.

The Board of Directors - consists of the leaders of all classes, and has the following responsibilities:

- coordinating the activity of class councils
- collaborates with the students' council, the commission for organizing the school service, the scholarship commission

The teacher is appointed by the school principal, the task of teacher being mandatory. The teacher carries out her activity according to the objectives deriving from the Program of educational activities elaborated by the Ministry of Education and according to the tasks broken down from the coordination plan of the activity in the school.

On this basis and, in consultation with the students, the teacher compiles the semester planning that includes the whole range of thematic leadership activities and the

objectives pursued by the planned themes (Prodan, 1999). The director has the following tasks:

- appoints the head of the class after consulting the students and organizes the group of students of the class
- monitors school absenteeism and takes steps to improve class attendance
- motivates absences based on medical certificates
- periodically analyzes students' learning situation, and, if necessary, initiates meditation and consultation programs
- supports the activities of students outside the classroom and school
- informs in writing the falimia of students with school problems
- establishes the grades for the behavior, after consulting with the other teachers who teach in class
- organizes meetings with parents
- apply, with the agreement of the director, sanctions
- informs the principal and the teaching council about the activity they carry out in class
- responds to the material basis of the class

Failure by the managers to comply with these conditions may lead to the failure to award the appropriate score in the evaluation form, the Board of Directors may decide both the non-payment of the executive allowance and the withdrawal of this position.

4. Conclusions

Given the declining population and birth rate in Galati County, advertising serves the school to ensure comprehensive information of potential students about its activity and its educational offer, but also to influence the choice of this school. Through advertising activities, the school informs its target audience about its achievements such as:

- Adapting the training offer and adapting the infrastructure to the requirements of the labor market and to the students' options.
- Increasing the quality of the educational instructional process at the Gymnasium School no. 2 Barcea
- Carrying out educational instructional activities in modern laboratories and offices adapted to current requirements.
- Preventing school dropout and increasing the inclusion of students with special educational needs, abandoned children, single parents, etc.
- Student counseling.
- Students' access to the internet.
- Attractive and instructive extracurricular activities.
- School image promotion plan.
- General objectives:
- Creating and promoting a positive image in the community



- Personalization of the educational offer through diversification, innovation and flexibility taking into account the needs and interests of the beneficiaries of the educational approach.
- Harmonization of the offer of educational services with the needs identified within the local community.
- Promoting the image of the institution.
Actions / measures:
 - permanent updating of the information posted on the school's website; ensuring the functioning of the site; setting up a discussion forum; reconsidering the strategy regarding the image of the school among the community of children's parents. Understanding the importance of applying the task package on communication and public relations issues.
 - participation and organization of joint actions relevant to the community.
 - ensuring the necessary transparency for the participation of all members in partnership structures, parents, local management, NGOs regarding the adaptation of the school offer to the specific community (meetings, consultative meetings).
 - promoting the image of the institution, evaluation reports prepared by the director.
 - educational marketing - implementation of actions with educational and community partners in order to promote the educational offer.
 - monitoring school competitions and extracurricular activities.
 - realization of operational plans regarding the school-parents-community relationship as a determining factor in achieving the common objectives, meetings, meetings with parents, etc.
 - identifying opportunities at the local community level in terms of supporting children from disadvantaged families.
 - initiation of various school and extracurricular educational activities to respond to students' socialization (meetings with local personalities, contests, meetings).
 - initiating training programs for students in order to carry out projects for the benefit of the community (participation in actions for humanitarian purposes).
 - conducting the environmental protection program.
 - collaboration with the representatives of the local public administration in order to confirm the school network and the schooling plan.
 - identifying the educational needs of the local community and the possibilities of achieving them with the available resources and within the existing legal framework.
 - elaboration of the school development plan to satisfy the needs of the local community and its own needs.
 - mediation / prevention of dysfunctions in the relations between the school and the local units.
 - initiating actions regarding the access to community funds, initiating own programs regarding the European integration (programs included in the county strategy).
 - maintaining and developing the school's patrimony in order to create an environment conducive to the educational process.



In order to satisfy its existing "customers" and to attract new ones, an educational unit must be able to respond quickly to changes and provide quality education services.

The school has as main objective the continuous improvement and enrichment of its educational services, an improvement that appears after the analysis and adoption of strategies that will satisfy the students and parents by respecting their requirements. That is why the research will be carried out among the students within the school. Establishing the survey questionnaire and conducting the survey and finally the graphical representation and interpretation of the data.

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