

historical, and social processes taking place in society. A deeper study of this topic can contribute to the development of new approaches to the study of language, culture and social processes, which in turn can lead to a deeper understanding of the world and improve the quality of people's lives.

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EDUCATIONAL MARKETING

According to Philip Kotler, who is widely recognized as “the father of modern marketing” by many experts in this field, marketing should be understood as “a human activity that aims to satisfy needs and desires through exchange processes.” The word “marketing” refers to a mix of methods, techniques and tools that examine the market investigate its factors and adjust the supply accordingly. It also implies a new perspective on the reality of life, and more specifically, a new lifestyle. The goal of educational marketing is “to apply marketing to the service sector” and to focus on the individual learning objectives.

The role of educational marketing is to explore the market; offer suitable products and services that meet the customer’s needs at the right time, place and price; deliver high-quality and reputable educational services to the customers; attract customers by understanding their needs and aspirations.

The functions of educational marketing are: market research to find the main consumers of education; marketing policies that align with the main demands of the education market; adaptation of education services to the needs, expectations and preferences of the consumers of educational products and services; promotion of optimal and effective management, using material and information resources to achieve the set goals.

Educational marketing in Belarus is the application of marketing principles and techniques to the education sector, with the aim of attracting and satisfying the needs of students and other stakeholders.

J. Baker, a renowned educational specialist, valued the marketing mix as “one of the oldest and most useful marketing concepts”. The marketing

mix consists of four components: product, price, promotion and placement. These components are the most important tools for marketing analysis in education.

An educational product can be seen in two ways. First, it can be the students who are “placed” in the labor market. Second, it can be the range of services that schools, colleges or universities provide to the students. These services are lectures, seminars, applied activities, and all the activities that teachers do in the educational process. A product in education is not fixed, but evolves and improves over time. The consumers want products that have quality, novelty and performance. Therefore, the organizations should work towards continuous improvement of the product.

Education’s true value lies beyond mere cost; it shapes individuals, instilling moral capacity. As Robert Lindgren aptly put it “Essential is the value, not the price.”

Promotion plays a vital role in the marketing mix. It involves actions and media that attract potential buyers, enhancing the efficiency of economic activity. Effective promotion creates a prestigious image for a company, convincing consumers of superior product quality.

Our university majors in three main promotion types:

- Advertising: Utilizing television, radio, and press;
- Public Relations: Organizing outdoor events, exhibitions, symposiums, and scientific communication sessions;
- Printed Publicity: Brochures, letters, tangible items like pens, pencils, bags, and badges also play a significant role.

To highlight the role of higher education in the student’s life of the Belarussian State Agrarian Technical University was made a written questioning.

Analysis and interpretation of questioning results led to the following conclusions:

1. Image Perception: the University’s image tends to be favorable. Students appreciate well-equipped labs and agree with the interior design.

2. Teacher Engagement: Professors actively engage in the educational process and address student concerns.

3. Documentation: Classroom conduct feedback indicates positive documentation practices.

4. Staff Importance: Both teaching and non-teaching staff play crucial roles. The university provides timely information.

5. Future Strategy: To attract potential students, the university must adopt a strategic approach. Students need awareness of the benefits from educational activities.

Everybody as “consumers” of higher education should be aware not only with what is new and effective in this area, but also with what is valid and beneficial to a man.

In the realm of education, marketing plays a crucial role. The educational marketing mix – comprising product, price, distribution, and promotion – shapes institutions’ success. Effective use of these elements aligns with organizational objectives. Quality education hinges on teaching conditions and educators’ commitment. Students, motivated by creativity, “purchase” educational products from schools. The student-teacher relationship remains pivotal in the educational process.

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ГІСТОРЫЯ ЎЗНІКНЕННЯ ГРОШАЙ

Першапачаткова гэты сродак плацяжу меў форму металічных зліткаў і кавалкаў, якія можна было падзяліць ў адпаведнасці з патрэбамі, вынікаючымі з цаны тавару ці паслугі. Аднак неабходнасць падзяляць і ўзважваць кожную транзакцыю, нават самую маленькую, была досыць цяжкай, таму і гэтую праблему прыйшлося вырашаць. Тут мы падыходзім да гісторыі манет.

Першыя манеты з’явіліся ў VII стагоддзі да нашай эры ў Лівіі. Для іх вырабу выкарыстоўваўся электрум-сплаў золата і срэбра. Толькі гэты плацежны сродак ліквідаваў ўсе недахопы, якія раней выкарыстоўваліся. Манеты былі значна больш устойлівымі да ваганняў кошту, мелі невялікі памер у параўнанні з іх пакупніцкай здольнасцю, былі даўгавечнымі, і іх захоўванне не ўяўляла якіх-небудзь сур’езных праблем. У адрозненне ад першай формы металічных грошай, яны мелі строга пэўную вагу і састаў.

Дзякуючы фінікійцам і Грэкам манеты сталі папулярныя па ўсім Міжземнаморскім басейне. Прыкладна ў той жа час яны з’явіліся (цалкам незалежна) у Кітаі і Індыі.

Са з’яўленнем манет пачалі фарміравацца самыя раннія дэпазітныя сістэмы. Багатыя людзі не хацелі захоўваць грошы ў