

EDUCATIONAL MARKETING CHALLENGES - UNIVERSITIES AND GRADUATES' EMPLOYMENT. A CASE STUDY

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Abstract:

Important suppliers of educational services, the universities must create appropriate marketing policies in such a way as to ensure the correspondence between their offer and the consumers' educational needs, and, at the same time, the social needs. Simply by creating the most appropriate offers (academic programs, faculties, studies etc.) for candidates is not enough to realize a successful activity. Universities must be preoccupied with what kind of "products" they deliver (which in this context means graduates) and in what environmental conditions so that they ensure an appropriate answer to the labor market's demand. The aim of this paper is to emphasize the importance of the distribution policy in the educational marketing mix and, based on a marketing research, to determine the students' opinion regarding the importance of universities' involvement in graduates' employment.

Keywords: *marketing, education, services, distribution, graduate*

JEL codes:: *M31*