

DIMENSIONS OF THE MARKET OF HIGHER EDUCATION INSTITUTIONS. THE MILITARY HIGHER EDUCATION SYSTEM

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Abstract:

The market of the educational services added the military element represented by the military higher education institutions, a segment which contributed to the growth of the number of higher education participants through the creation of a higher education niche and in the same time competing with the other higher education institutions. The market of the military higher education institutions is influenced by the general orientation of the educational market, describing specific trends and characteristics, sometimes contradictory to those of the national market. The military higher education institutions largely depend on the public resources, limited in the last period, the resources/needs ratio influencing the educational demand/offer ratio. The study presents an analysis of the market of higher educational services and its consumers, identifying its particularities, as well as its dimensions, evolution, and positioning of the military higher education institutions.

Keywords: *military, higher education, Romania, market, educational marketing*

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