

DIMENSIONS OF CONSUMERS' SATISFACTION REGARDING THE EDUCATIONAL SERVICES PROVIDED BY THE ROMANIAN MILITARY HIGHER EDUCATION INSTITUTIONS

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Abstract:

The academic environment, subject of intense dynamics in the recent years, demands for a marketing approach and an appropriate positioning of the educational products and services provided by the military higher education institutions, in order to get the attention and attract the public addressed through the educational offer. In a context characterized by challenges generated by the decrease of the school population and an increased competition between the participants in the educational market, positioning of the educational products and services of the military higher education institutions is supported by the peculiarities of the organization and functioning of the military higher education system. The results produced assessing the satisfaction of the students of military higher education institutions in terms of the educational process, products and services provided by these institutions, are employed in the design and implementation of the marketing strategies that could generate a significant impact in the educational market.

Keywords: consumer satisfaction, educational market, military higher education, marketing strategy

JEL codes:: I21, M31