

DIMENSIONS OF THE ROMANIAN PRIVATE HIGHER EDUCATION INSTITUTIONS MARKET

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Abstract:

The study presents the dynamics of the higher education market in Romania, a market in which the private higher education institutions are positioned so as to attract and maintain the consumer public of the offered educational services. The dynamics of the Romanian economy of the last decades as well as the technological development have stimulated the educational market and determined the orientation of the higher education institutions towards the educational needs of the public. The permanent confrontation with the demands of the educational market, of the consumers, requires the higher education institutions to analyze the market, research and identify its evolution, anticipate the trends for the future periods, so that the decisions are made. The market structure, its dimensions, evolutions over time, generate the overall picture of the market of private higher education institutions, the general framework to which they relate in relation to the environment in which they evolve. The dimensions of the phenomena manifested on the education market restore the capacity of the market, their knowledge being necessary in the elaboration of market strategies of the private higher education institutions.

Keywords: market, private higher institutions, marketing,

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