

1. RESEARCH TITLE

SITUATION AND MARKETING SOLUTIONS FOR EDUCATION INSTITUTION
UNDER THE MINISTRY OF NATURAL RESOURCES AND ENVIRONMENT

2. AUTHOR

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3. OUTPUT OF RESEARCH

3.1 Research objective

- To systematize the theoretical basis of marketing and marketing in the field of training.
- Survey and assess the status of marketing activities, training activities in the educational institutions under the Ministry of Natural Resources and Environment.
- Recommend some marketing solutions to help educational institutions under the Ministry of Natural Resources and Environment branding, image of their universities in the coming years

3.2 Methods

The study used data collection which are secondary and primary data. In particular, in-depth interview methods and sample surveys used to collect primary data. In addition, studies using descriptive statistical methods, analyze, compare the difference of the problem according to different criteria, integrated assessment of all issues drawn to the marketing solutions help training establishments under the Ministry of Natural Resources and Environment branding, image of their schools in the coming years

3.3 The main results

- Theoretical: clarifies the concept of marketing training; differentiated marketing marketing training with profit; marketing training requirements; content marketing strategy of education
- Training; marketing policies in the field of training; development trends and lessons learned by the developed countries in education marketing - training.
- Practices: Assessing the current situation of marketing activities, training activities in the educational institutions under the Ministry of Natural Resources and Environment from 2005 to 2010.
- From the theoretical and practices, the research proposed a number of solutions marketing (Renewal objectives, content, programs, training methods suitable to the strategic development of education and conditions of learners; enhance the quantity and quality of teaching staff and manager; Enhanced infrastructure systems, facilities for training and teaching methods; innovate training method, innovate policy of training fees ; implement well distribution training products; promote mixed promotion policy; the issue of branding, prestige of the university) to help the educational institutions under the Ministry of Finance Environment and Natural brand, the image of the university.

3.4 Potential use of results

This research will contribute a part of conceptual system and practices to help the educational institutions under the Ministry of Natural Resources and Environment establishments marketing effective strategies to promote trade brand, the image of the university.

