

CONTRIBUȚII LA DEZVOLTAREA MARKETINGULUI EDUCAȚIONAL PE EXEMPLUL FACULTĂȚII DE ȘTIINȚE ECONOMICE A UNIVERSITĂȚII DIN ORADEA

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Abstract:

In this paper we try to clarify the marketing concepts in an educational environment. We consider the Faculty of Economics from the University of Oradea, but the concepts are general, having general applicability. We would like to stimulate the debate concerning the role of marketing in higher education. We will ask the question: Why marketing in higher education? Which is the target of higher education? What are the students looking for in evaluating the education services?