

# Application of Conceptions of Non-profit Marketing in Professional Training of the Unemployed

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*This article deals with the usage of elements of marketing in the services of professional training of unemployed people. The majority of organisations that work in professional training belong to the non-profit sector. The usage of marketing concepts in these circumstances is highly specific and has to address the characteristics of both public and non-profit sectors. Quite often the main problem is the lack of a really systematic approach in attempting to understand the effects of nonprofit / social marketing. In the sphere of professional training of the unemployed, it is important to use marketing elements at all levels: at a state level, regional level, institutional level and even at an individual client level. All organizations acting in this sphere can apply the concepts of marketing, i.e. those of non-profit marketing, marketing of labour market, marketing of education, and social marketing.*

## Introduction

In the system of the means of social protection from unemployment, an important place is occupied by a stately granted right to free professional training, improvement of professional skills and their change according to the assignment of the Service of Employment (Labour Exchange). Providing help for unemployed citizens via the improvement of professional characteristics of labour force is an element of active politics of employment. Hence, it helps to eliminate one of the main causes of unemployment, which is the incompatibility between qualified labour vacancies and characteristics of the unemployed. However, professional training of unemployed people, as any

other activity, will not be successful if all subjects concerned will not apply means of marketing. The latter, as a rule, would increase the efficiency of this activity.

The majority of organizations that operate in professional training belong to the non-profit sector. A number of people have pointed out the many problems that arise when marketing is applied to public and non-profit sectors. Rothschild (1979) focused on the difficulties in communicating issues with a very high or low consumer involvement, the lack of perceivable benefits and the problems in analysing and dealing with the price. Bloom & Novelli (1981) outlined a series of problems in market analysis, market segmentation, product strategy, pricing, channels strategies, com-

munications, organizational design and evaluation. Novelli (1983) considered several possible barriers to effective marketing: marketing may not be a useful discipline for a full implementation and successful contribution to the non-profit and social sectors; non-profit people are not marketers; the resources are not available; the organizational structure is not right.

According to Yorke (1984), non-profit organizations in general and publicly owned bodies in particular do possess certain characteristics, which render their activities fundamentally different from those of a commercial company. Firstly, the “publics” they relate to are many and may include taxpayers, donors, customers, organized labour and politicians. Furthermore, many such organizations are expected to operate in the “public interest” where “public” is a synonym for the “community”, and given the problem of limited resources such a policy becomes manifestly difficult, although the more efficient use of the resources should still remain a priority. The above characteristics are reflected in the problems likely to be encountered by the non-profit organization in the process of analysis, planning, implementation and control of its activities in attempting to achieve a mutually beneficial exchange with target publics.

*The problem* is met due to an insufficient application of the elements of non-profit marketing in professional training of the unemployed.

*The object* of the work was the elements of marketing of associations, that provide professional training of the unemployed.

*The aim* of the article is to characterise the application of conceptions of non-profit marketing in professional training of the unemployed.

#### *Tasks:*

- ♦ to describe the aims, tasks and organization of professional training of the unemployed;
- ♦ to present the viewpoint of foreign authors on various conceptions of non-profit marketing;
- ♦ to convey the usage of the elements of non-profit marketing in the sphere of professional training of the unemployed.

### **The aims, tasks and organization of professional training of the unemployed**

In the system of the means of social protection from unemployment, an important place is occupied by a stately granted right to free professional training, improvement of professional skills and their change into those of another sphere according to the assignment of the Service of Employment (Labour Exchange). Providing help for unemployed citizens via the improvement of professional characteristics of labour force is an element of active politics of employment. Hence, it helps to eliminate one of the main reasons for unemployment, which is the incompatibility between qualified labour vacancies and characteristics of the unemployed.

**The aim** of professional training of labour market is to seek for the compatibility of the professional skills between the demand of labour market and the supply of labour force ([www.darborinka.lt](http://www.darborinka.lt)).

**The task** of professional training of labour market is to provide conditions for unemployed people and employers who have been warned about the cancellation of a labour contract to gain professional skills acknowledged by

the State, moreover, to provide conditions for their development according to teaching programmes registered in the Register of Studies and Teaching Programmes ([www.darborinka.lt](http://www.darborinka.lt)).

Professional training is carried out by establishments, companies and organizations of professional training (hereinafter referred to as educational organizations, companies) that have a licence from the Ministry of Education and Science to teach and (or) train practically according to the programmes of professional training of labour market.

Professional training of labour market is organized and supervised by the teaching service of Lithuanian labour market at the Ministry of Social Care and Labour and the teaching and consulting institutions of the territorial labour market, which are subordinate to the previously mentioned service.

The aim of professional training of the unemployed is the increase of the competitiveness in labour market of people who have already lost their job or can lose it. This can be done via the development of professional knowledge and skills, which in turn increase the possibility of the search for a new working vacancy. As the institutions of labour exchange and education take part in professional training of the unemployed, different conceptions of marketing of non-profitable organizations, marketing of labour market, marketing of education and social marketing can be applied to this sphere. Thus, it is purposeful to analyse the viewpoint on the usage of non-profit marketing in non-profitable organizations.

### **The essence of the conception of non-profit marketing**

**Non-profit marketing** is the activity of non-profit derivatives or physical persons in a com-

petitive environment, which is grounded by the principles of classical marketing and is directed towards the achievement of the aims that are not connected with profit directly (Andreev, Melničenko, 2000).

The application of the marketing philosophy to non-profit-making organizations, may be said to have originated in the work of Kotler and Levy in 1969. In their opinion, the business heritage of marketing provides a concept for guiding all organizations, and the choice for the management of non-profit organizations is not whether to adopt it or not, but whether to do it badly or well.

Luck (1969) summed up Kotler's generic view of marketing in the following axioms: marketing involves two or more social units; at least one of the social units is seeking a specific response from one or more of the other units concerning some social objective; the market's response probability is not fixed; marketing is an attempt to produce the desired response by creating and offering value to the market.

Shapiro (1973) postulated the following key interrelated concepts for marketing within nonprofit organizations: the self-interest aspect of transactions or exchanges in which both the "buyer" and "seller" believe that each is actually receiving something of greater value than that which is being given up; the importance of satisfying customer needs; the marketing mix; the idea of distinctive competence in which an organization concentrates on what it does better than anyone else.

According to Kotler and Murray (1975), the basic reason why a non-profit organization should be interested in formal marketing principles is that they will enable the organization to be more effective in achieving its objectives. Organizations in a free society depend upon voluntary exchanges to accomplish their ob-

jectives. Resources must be attracted, employees must be stimulated, customers must be found. The designing of proper incentives is a key step in stimulating these exchanges.

Kotler (1982) sees marketing as a management function concerned with facilitating the voluntary exchange of values. Extended beyond the traditional business supplier/customer exchange to non-profit organizations, social causes and other publics, exchange should be accomplished by implementing the marketing concept, satisfying the needs and wants of the exchange partner.

Rados (1981) discards the exchange concept as a universal underlying marketing. Though he argues that voluntary exchange is valuable for understanding many mercantile activities of business firms, he believes that voluntary exchange must be stretched to meaningless limits to accommodate marketing in non-business organizations.

The concept of facilitation of exchange of values is replaced with that of obtaining behavioral response. Rados argues that marketing is a technology for behavioral change, used by organizations to get large numbers of people to do things. Marketing is seen as characterized by two types of methods: persuasive communications and adaptation to existing patterns of behavior. Rados observes that marketing is limited to superficial changes in behavior for the simple reason that individuals must be taken as they are.

Adaptation to existing patterns of behavior is the marketing concept. Employing this concept, a marketing-oriented organization identifies the needs and wants of a target consumer group and develops products and services to satisfy those needs and wants.

**The task of non-profit marketing** is to ensure a maximum efficiency of the satisfaction

of the present demand. This, in its turn, will let maximize the social effect. Social effect is the indicator of efficiency of the activity of non-profit marketing which is not connected with profit. **Social effect** is the result of the activity of a non-profit subject, not connected with gaining a profit. It is, on the contrary, directed towards the wealth of the society or its separate parts. Social effect in non-profit marketing is analogous to economic effect in classical marketing. It should be noted, however, that social effect occurs only in case the demand for a non-profit product is satisfied in fact. That is, the reaction of a consumer to it was positive and a non-profit deal was present in fact.

Andreev, Melnichenko (2000) divided non-profit marketing into three types:

1. Marketing of state non-profitable organizations.
2. Marketing of non-state non-profitable organizations.
3. Marketing of physical persons who take part in non-profit activity.

The main thing that connects the three groups of subjects is the fact that their activity is not connected with gaining profit and is directed towards the solution of social problems of inhabitants.

One of the peculiarities of non-profit marketing is connected with the fact that sometimes non-profit activity may provide financial result as well. Thus, it should be noted that such a result is not the aim of non-profit marketing as a sphere of activity. Besides, the absence of profit, as a result of non-profit activity, does not mean that non-commercial subjects should avoid covering the expenses of its fulfillment.

Such viewpoint helps to transfer from the conception of non-profit marketing to the conception of marketing of non-commercial sub-

jects. According to Andreev (2002), **marketing of non-commercial subjects** consists of interrelated non-commercial and commercial activities of marketing of non-commercial derivatives and physical persons. These activities are directed towards the maximization of the social effect of a product being produced.

The main aim of marketing of non-commercial subjects may be derived from this definition. Thus, the aim of marketing of non-commercial subjects is to achieve and maximize social effect via the production and realization of non-profit products for consumers.

According to Andreev, the purpose of **marketing** is to ensure a maximum result of a subject's activity, possible under definite conditions of the market and the external environment. This result is manifested via the creation and presentation of a competitive product for the market, which conforms to the demand. Thus, both economic and social effects follow out of this.

Social effect is the main result of the activity for non-commercial subjects. The size and efficiency of the result of a social effect determines the level of financing non-commercial subjects. The size and efficiency of social effect for the society and its separate segments has to determine the very possibility of the establishment and functioning of one or another non-commercial subject. Hence, the maximization of the results of non-commercial subjects is their main task.

Economic effect in private educational institutions is gained providing payable educational services for their consumers. Besides, in the case of professional training of the unemployed, private educational institutions get an economic effect from the financing provided by a territorial labour exchange. Here, it is the final consumer, an unemployed person, who

gets the main service and labour exchange pay for the service. This economic effect, which is gained via direct activities (providing payable educational services) as well as via indirect one: (professional training of the unemployed) enhances the inner potential of an educational institution and allows increasing the social effect. The latter is gained by the society due better professional skills of the unemployed and an increase of their possibilities in labour market.

Professional training of the unemployed takes place in two main spheres: in labour market and in the system of education. Thus, it is purposeful to survey the major aspects of the conceptions of marketing in these spheres.

### **The major aspects of the conception of marketing in labour market**

The issues of the marketing of labour market were analysed by Aleksunin (2002). According to him, **labour market** is a multifactorial mechanism developed by a number of economic and social factors, which influences them itself. As an economic category, labour market is a complex system of relations connected with exchange of individual skills into means of living which are necessary for the creation of the resources of labour force and for the distribution of inhabitants in the system of the division of social labour according to the laws of the production and turnover of goods. All components of labour market are allotted for the assurance of the balance between the supply and the demand of labour force, for the realization of people's right to labour and free choice of the sphere of activity, for rendering social security. The interrelation of all the components is directed at the creation and maintenance of the balance of interests of all subjects in labour market.

**The task of marketing in labour market** is to provide the conditions for a company to hire the personnel that would correspond to its character and requirements. Moreover, conditions should be created in an institution that a person could realise his/her working potential, both seeking for the aims of the company and benefit for himself/herself.

**Marketing of labour market** is a sphere of activity directed towards reaching an optimum relation between the demand and the supply of labour force, aiming to satisfy the needs of the subjects for work with the help of exchange and to ensure a profitable activity of a company and an effective development of the society.

Aleksunin distinguished the following **principles of marketing** of labour market:

1. As labour market is a particular market where the needs for labour force are not only satisfied but also an employer himself/herself is looking for a working place which will satisfy him/her, the main principle of marketing activity, i.e. the satisfaction of needs, is analysed on two sides in labour market:
  - ♦ The activity of the labour market should be oriented towards the customers of labour force, that is employees. Thus, it is necessary to clarify the real possibilities of employers to be hired by potential consumers of labour force, to evaluate the structure of specialities and professions necessary for them;
  - ♦ The activity of the market must also be oriented towards the satisfaction of the needs of hired employers, that is, to take into account the formation of their professional consistence, capability to adapt themselves to the conditions of changing demand, to pay attention to their requirements for the level of

labour pay, labour conditions, the regime of labour and rest.

2. A systematic approach to the sphere of marketing means that all kinds of marketing activities must be coordinated and function synchronically. It is connected with the questions of financing, training and changing professional skills of employees, stimulation of occupation, help when looking for work, social support, means of regulation, etc.
3. Orientation of marketing activities towards a long-lasting perspective means that under the direction of this principle it is necessary to choose the most effective means of control. They, in their turn, will help to achieve success not only in the meantime but in perspective as well. The realization of this principle is possible via the research of marketing in the market of labour and its prognosis.

The main **subjects of marketing government** in labour market are employers, employees, state and non-state institutions of occupation, migration of inhabitants, institutions of education and professional training, professional unions. The objects of marketing of labour market are the following: labour force (labour services) and working places.

It is purposeful to analyse the **role** of marketing in labour market depending on economic subjects of labour market.

**On state level**, the role of marketing is connected with an early diagnosis, the aim of which is to avoid possible structural imbalance in the sphere of occupation on a country scale. Aleksunin (2002) thinks that the research of marketing should be fulfilled with that end in view, which in turn has to become the constituent and main part in planning the social and

economic development of a country. The research of marketing is aimed at clarification of the following points:

- ♦ tendencies of the formation and distribution of labour force in the regions and branches of economy of the country;
- ♦ changes of the structure of branch-like professional labour force and how these changes conform to the dynamics of the development of separate branches;
- ♦ tendencies of the formation of the price of labour force.

Professional training of the unemployed on state level is organized and supervised by the Ministry of Social Care and Labour, Training Institution of Lithuanian Labour Market, Lithuanian Labour Exchange. The State finances the activities of territorial labour exchanges from the Fund of Occupation, renders informational and organizational support aiming at social effect, that is, the compatibility between the demand and supply of labour force, aiming to enhance the level of occupation and decrease unemployment.

**On regional level**, the role of marketing is connected with the maintenance of the compatibility between the demand and supply of labour force under particular conditions in a certain territory. According to Aleksunin (2002), on regional level the following tasks may be solved via marketing:

- ♦ to form the labour potential, the qualitative and quantitative characteristics of which would correspond to the requirements of regional social economy, and to evaluate the local mentality of inhabitants;
- ♦ to provide necessary employers of various kinds for companies, as well as redistribute labour force among regions;
- ♦ to ensure an active and dynamic activ-

ity of inhabitants (i.e. training, change of professional skills, employment of dismissed citizens and those without occupation);

- ♦ to maintain the regional, trade and professional balance in the structure of labour vacancies.

On the regional level, a territorial labour exchange and institutions subordinate to it play the main role when solving these tasks. It is difficult to analyse the role of marketing on this level due to the fact that territorial exchange, when aiming at social effect, has to satisfy the needs of consumers of two different types, those of employers and those of employees. They must provide necessary employers for companies; ensure effective and dynamic activities of citizens and maintain regional, trade and professional compatibility in the structure of labour vacancies in this way. Due to the difference between the groups of consumers and their needs, a territorial exchange has to apply different means of marketing for these groups. In addition, the structure of the unemployed is not uniform either. Their needs, qualification, demographical features differ. Thus, a labour exchange must work with different segments of the market.

Attention should be paid to the fact that labour exchange is a service organization. Hence, it has to apply means of not only traditional marketing but of service marketing as well. Due to the features of services, physical evidence, process and people become very important, together with the elements of the complex of traditional marketing, such as the product, the price, distribution and promotion. This is especially important when rendering services to individual consumers, i.e. to unemployed. Hence, the author thinks that application of not only external but also of interac-

tion marketing and inner market marketing should be purposeful for labour markets.

In the sphere of professional training, the task of labour exchange is to transform professional composition of the unemployed so that it would meet the requirements of employers. Unemployed people who have registered in labour exchange according to the established order may be sent for professional training when labour exchange cannot propose any work corresponding to their professional skills and state of health. The speciality, however, should conform to the needs of local labour market. On the other hand, not all unemployed people agree and want to take part in programmes of professional training. In this case, the task of marketing could be inducing the unemployed to take part in active programmes of labour market, including programmes of professional training.

Professional training is carried out by educational institutions, organizations of professional training, which also act on the regional (territorial) level and play a role of a mediator. Educational institutions render services of professional training to those unemployed who take part in a programme of professional training. In this case they are financed by a territorial labour exchange.

Marketing of labour market **on the level of company (marketing of labour force)** is a system of governing the orientation of the market of a company. This system allows balancing the demand and the supply of labour force, as well as the profitable activity of an enterprise. This system is directed towards the activation of the market position of the subjects of labour relations. On company level, the role of marketing is connected with the aim to use labour force efficiently. According to Aleksunin (2002), the usage of marketing allows:

- to choose the more valid sources of the satisfaction of the need of labour force;
- to regulate more effectively the demand and supply of labour force inside a company;
- to attract employers who meet interests of a company best (not only because of higher wages, but also because of a better image of a company).

**On the level of an employer (career marketing)** the role of marketing is connected with the expression of a personality, when a person has to make his/her own position in the society under competitive conditions. He/she must mobilize his/her energy and initiative, inborn abilities, acquired knowledge and skills, and the active life position at maximum. Career marketing becomes especially urgent on this level.

Scheme 1 shows the application of the conception of labour market marketing in professional training of the unemployed on various levels.

Marketing allows all subjects to become more informed, fastidious and resultant in labour relations. Using marketing in labour market, the most important thing is the fact that it allows every subject of the market of labour relations to adapt himself/herself to the market, on the one hand, and to influence it actively by forming it in the direction useful to oneself, on the other hand. The usage of marketing in labour market foresees the activation of the position of all subjects in the market.

As we see, subjects of labour market must closely co-operate with educational institutions if they seek to ensure a reliable increase of abilities of labour force. Alternatively, the educational organizations wishing to gain optimum results have to improve their activity themselves and to apply means of marketing.



## The content of the conception of educational marketing

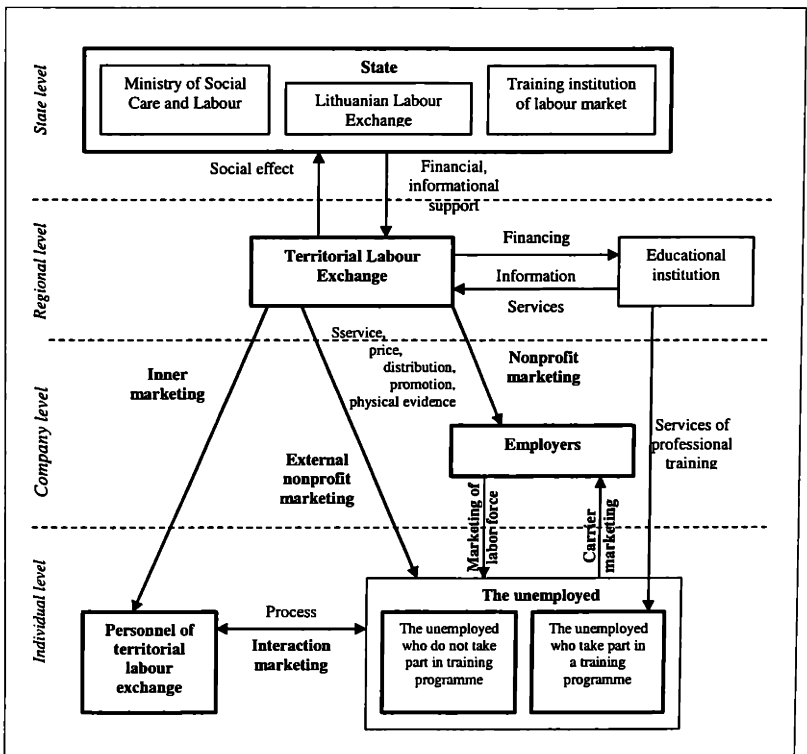
Increasing the abilities of labour force occupation in labour market is one of the priorities. While increasing the abilities of the occupation of labour force, education and the improvement of professional training of various levels acquires great significance.

The subject of marketing in education is the philosophy, strategy and tactics of (in-

ter)relations between consumers and suppliers of educational services and products (Morozov, 2002).

The objective result of marketing activities is to ensure rentability when satisfying the needs of these consumers effectively:

- to increase the intellectual potential (the need of the society);
- to develop employers and make their life more comfortable (the need of educational institutions);



Scheme 1. The conception of labour market marketing in professional training of the unemployed

- ♦ to increase the potential of labour force (the need of organizations);
- ♦ to get education when seeking for income (the need of an individual).

The main **principle** of marketing, which is common to all spheres of activity, is meeting the needs of consumers. Three groups of principles can be distinguished in the market of educational services and products. *The first group* consists of principles of philosophical trend (i.e. creation of educational services and products necessary for consumers, constant improvement of their quality, analysis of needs in the broad sense, efforts to decrease the expenses of consumers, active formation of needs and demand). *The second group* is connected with the establishment of marketing strategy (i.e. orientation to a permanent perspective, continuous investigation of the market and changes in it, a combined way of the solution of problems). The last, *third group* is concerned with tactical questions of marketing (the usage of various variants of prognoses on a multifactorial ground, optimum co-ordination of centralized and decentralized methods of governing, preparation for changes of the situation).

In the opinion of Morozov, **the aims of educational marketing** are the following:

1. Increase of the amount of educational services (of the number of learners).
2. Increase (maintenance) of part of the market.
3. Aims of realization (attraction of school-leavers and other consumers).
4. Communicational aims (awareness of an educational institution, involvement of school-leavers and other consumers by means of promotion).
5. Establishment of a desired level of prices.

**The members of relations in educational market** are the State, educational institutions, mediators (such as organizations of occupation, labour exchanges), consumers (i.e. individual persons, organizations and companies). It is purposeful to analyse the role of marketing in education depending on the subjects of educational market.

**The State** and its governing organs are subjects of marketing of educational services and products. **The functions of the State** are rather specific, because other subjects of marketing cannot carry them out. These functions are the following:

- ♦ creation of the image of educational services and its maintenance both in the society and among employers;
- ♦ financing state educational institutions;
- ♦ rendering tax privileges for higher schools;
- ♦ preparing lists of professions and specializations;
- ♦ legal defence of subjects of marketing of educational services and products.

The Ministry of Education and Science and the Teaching Institution of the Lithuanian Labour Market play an important role in the sphere of professional training of the unemployed on state level. The Ministry gives licence for teaching and/or practical training according to the programmes of professional training of the labour market. The Teaching Institution of Lithuanian Labour Market organizes and takes care of professional training in labour market.

**On regional level**, educational institutions and various mediators (i.e. organizations of occupation, labour exchanges) are the main subjects of educational market.

The major subject of marketing of educational services and products is represented by

educational institutions which form the marketable demand of educational services. These institutions are the following: universities, academies, institutes, colleges, etc. **Educational institution** is a legal person which carries out the process of education, i.e. the one that realizes a particular or several educational programmes and/or ensures the maintenance and education of learners (Jurjeva, 2002).

According to the forms of property, **educational institutions are divided** into state, non-state and those of local administration.

The functions of educational institutions are the following:

- ♦ teaching students, i.e. rendering knowledge and services when acquiring certain skills;
- ♦ production of additional services and educational products, education of students;
- ♦ rendering informational-mediational services to school-leavers, students and employers, co-ordination of upcoming labour conditions, sources of financing educational services and products with them.

Educational institutions play the most important role in spreading marketing in the sphere of education, as they are concerned with the examination of the markets, their prognoses, formation of pricing rather than other subjects of marketing.

Three types of consumers who make corresponding markets use educational services and products. They are individual consumers, institutions and organizations, institutions governed by the State and local region. These markets differ in their needs, and thus an educational institution has to use different means to market them.

The marketing of educational services and products, the same as the marketing of labour

market, is the marketing of services. Due to the fact that such services are intangible, non-material, educational institutions have to formalize the parameters of services and to present them as vividly as possible in order to persuade the consumer to purchase educational services. Hence, physical manifestation becomes really important. Such means as teaching plans and teaching programmes, information about methods of rendering services, forms and conditions, certificates, licences, diplomas are used for the strengthening of physical manifestation in educational services.

Problems may also arise due to the fact that educational services are inseparable from the subjects rendering them.

Moreover, the quality of services is not constant. As a result, such elements of the complex of service marketing as the process and people become very important. The author of this paper thinks that educational institutions must apply not only external marketing, but also means of internal and interaction marketing are indispensable.

**Structures of mediation** (i.e. labour exchange, organizations of occupation, educational funds, associations of educational institutions) help to promote educational services and products in the market. Hence, marketing is a vitally important activity. **The structures of mediation have the following functions:**

- ♦ accumulation of information about educational services and the market of products, treatment and analysis of information, selling services and products, services of consultation for other subjects of marketing;
- ♦ advertising activity in the market of educational services and products, their legal promotion;
- ♦ formation of channels of realization, help in making a contract;

- ♦ participation in the financing and crediting of participants in the market of educational services and products.
- ♦ another subject of marketing of educational services and products is represented by companies, organizations and institutions. They are inconstant consumers of educational services and products and form the demand of educational services. In the meanwhile the majority of them try to get free specialists without paying for their training. That is, trained specialists are taken from other organizations in the market. Such a strategy, however, cannot be permanent.

**Functions of organizations, i.e. of consumers of educational services and products, are the following:**

- ♦ informing educational institutions, mediators and individual persons about the current demand;
- ♦ ascertainment of requirements for the quality of educational services and products, of professional skills of their future employers;
- ♦ rendering labour vacancies for graduates, providing conditions for their effective usage;
- ♦ defrayal of expenses of the preparation of specialists.

An individual plays a special role among the subjects of marketing, as he/she uses the knowledge gained not only for the creation of certain wealth, not only for earning means of living, but for himself/herself as well (i.e. for the satisfaction of personal needs for cognition). It is he/she who chooses his/her future profession, a place of learning, a form of payment, etc. On the other hand, this major sub-

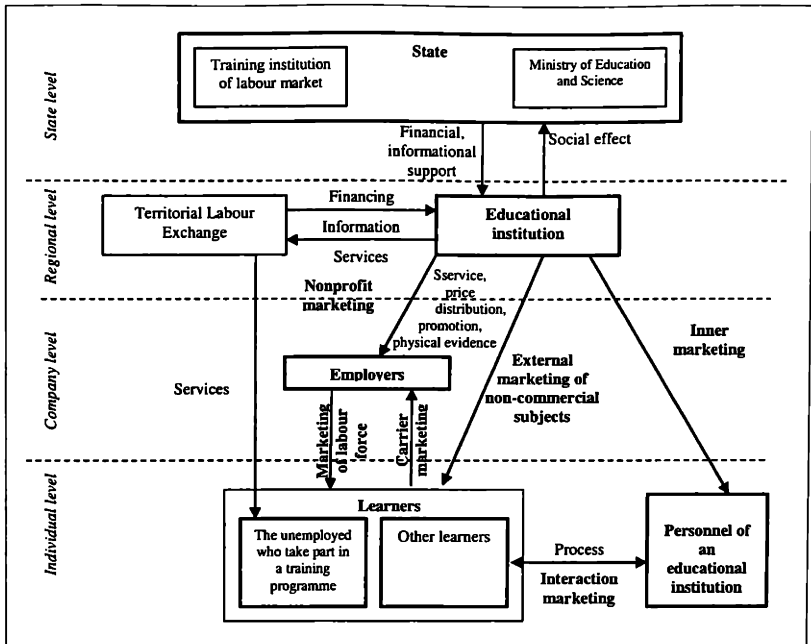
ject of relations of the market in education is least protected and weakly informed.

In the sphere of professional training of the unemployed this final consumer is an unemployed who aims at acquiring/raising/changing his/her professional skills in order he/she could increase his/her competition in labour market. Moreover, one should not forget that an educational institution provides services, which are usually payable, for other segments of individual consumers as well. Thus, different means of marketing should be applied for different markets. If an educational institution provides payable services for students, it gains an economic effect which, in its turn, may be used for increasing the social effect. The latter, however, is gained not only from the main services being provided, but also from the training of the unemployed.

Hence, Scheme 2 shows the application of the conception of education marketing in the training of the unemployed on various levels. Though all conceptions of marketing discussed above are suitable, the conception of social marketing could deal with the most complex viewpoint when solving problems of professional training of the unemployed.

### **Essence of the conception of social marketing**

The appearance of the term of **social marketing** is connected with Kotler and Zaltman's (1971) classical article "*Social marketing: An approach to planned social change*". According to the **conception of social marketing**, suggested by Kotler and Zaltman, the aim of an organization is to determine the objective needs, wishes and interests of the markets and to assure their satisfaction more effectively and more economically than their competitors do.



Scheme 2. The conception of education marketing in training of the employed

However, an organization aims at preserving and increasing the wealth of society and of individual consumers at the same time. After the appearance of Kotler and Zaltman's article, marketing specialists searched for possibilities to work with non-profitable and state organizations aiming to adjust the activity of marketing to social changes.

The definitions of social marketing suggested by different authors are presented in Table.

In the opinion of the author, social marketing could be defined in the following way:

**Social marketing** is a process of the acceptance and fulfilment of decisions necessary for the clarification and realization of permanent

needs of objective audiences, which helps to improve their personal and social wealth seeking for social aims.

According to Reshetnikov (1998), the aims of social marketing can be the following:

- ♦ to achieve the understanding of the necessity of the fulfilment of a socially important idea;
- ♦ to induce objective audience to act in a certain way;
- ♦ to try to change the ordinary behaviour as desired;
- ♦ to change the views.

It is purposive to analyse the role of social marketing in the sphere of professional train-

*Table. Comparison of the definitions of social marketing presented by different authors*

<i>Author</i>	<i>Year</i>	<i>Definition of social marketing</i>
Kotler Zaltman	1971	Social marketing is the modelling, fulfilment and control of programmes assigned to influence the acceptability of social ideas, paying attention to planning, pricing, distribution, communication of a product and to the investigation of marketing
Bartels	1974	Social marketing is adjustment of marketing methods in non-marketable spheres.
Kotler Roberto	1989	Social marketing is a campaign of social change which covers organized efforts of one group (the agent of change), which are assigned to influence other groups aiming at their acceptance, change or refusal of certain ideas, viewpoints, habits and behaviour
Rangum Karim	1991	Social marketing encompasses a change of the viewpoints, opinions and behaviour of individuals and organizations, aiming at social benefit; besides, social changes are the primary aim of a company
Shewchuk	1992	Social marketing is a sale of ideas in the broad sense, and it is creation, fulfilment and control of programmes assigned for social changes, in a narrower approach.
Andreassen	1994	Social marketing is adaptation of the methods of commercial marketing to programmes assigned to influence the social behaviour of objective audience, aiming at the improvement of their personal wealth and of the society they belong to
Barre	1995	Social marketing is the usage of the instruments of classical marketing, which are traditionally applied for the sale of various commercial products, aiming at changing the behaviour of objective audience in the necessary direction
Rechetnikov	1998	Social marketing is the creation, fulfilment and control of programmes that aim at the acceptance of socially significant ideas, movement or practice by an objective group

ing of the unemployed on the levels of state, region and a company (A case..., 1976).

**Social marketing on a state level.** The obligation to individuals and the development of state politics of labour force is a task of the government when collaborating with such subjects of occupations as:

- state organizations (Lithuanian Labour Exchange, Training Institution of Lithuanian Labour Exchange, etc.);
- local organs of government and education;
- employees, both collective and individual;
- employers, both collective and individual.

**Social marketing on a regional level.** The importance of coordination on a local level necessitates the following actions:

- creation of proper conditions for a broader discussion between labour force and social politics;
- grants (subsidies) for local governmental organs, which are allotted for the integration of their plans, together with local employers, regional plans and the priorities of the creation of labour vacancies;
- stimulation of employers to coordinate the planning of labour force on a local scale;
- integration of the prognosis of labour force together with local exchanges of labour / consultations on career;

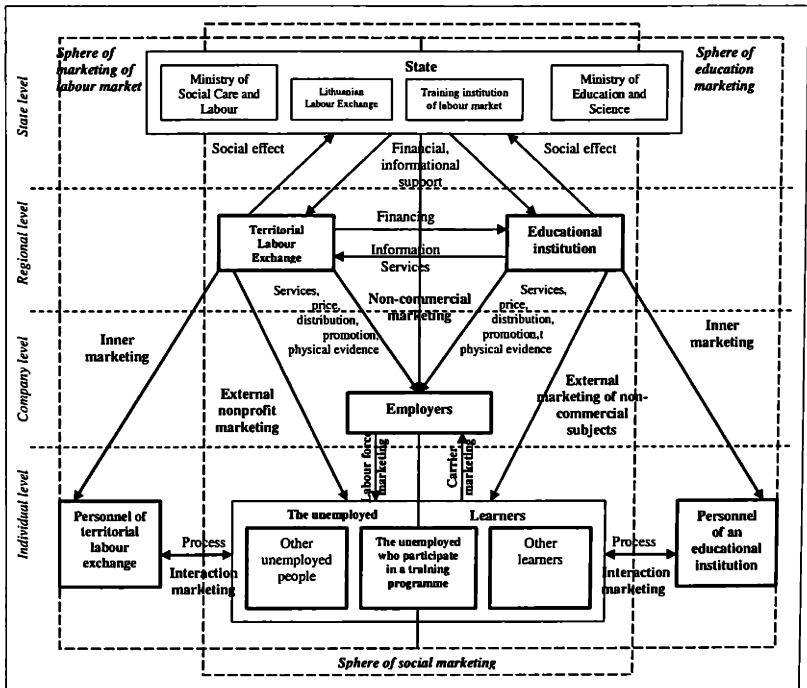
- a closer cooperation of labour exchanges with local education institutions, aiming at the evaluation of the information about labour market by a training institution.

**Social marketing on a company level.** Employers play not a minor role in the politics of labour force. As a fact, they are involved in it both collectively, via various representative institutions, and individually in the local markets of labour. Their sphere of activity should not limit their role. On the contrary, they should become helpers in politics and cooper-

ate with the institutions that prepare political instruments. In the absence of such involvement their needs will be misestimated. Thus, they will not have a possibility to ensure collective advantages, either.

### Application of marketing conception for professional training of unoccupied people

Scheme 3 shows the application of various marketing conceptions when rendering services of professional training to unemployed citizens.



Scheme 3. Service marketing of nonprofit organizations in professional training of the unemployed

It is purposeful to use marketing in the sphere of professional training on all levels: state, regional, company and individual. As these services are directly connected with both labour market and the sphere of education, the conceptions of marketing of labour market and education become urgent. A social effect, i.e. the correspondence of professional skills of the demand of labour market and the supply of labour force, is strived for by the services of professional training. As a result, all conceptions mentioned above can be united by the conception of social marketing.

Territorial exchanges of labour and educational institutions render services of professional training of the unemployed. Labour exchanges are state nonprofit organizations, which have to apply means of nonprofit marketing if they want to increase the efficiency of their activity. As the latter institutions aim not only at a social but also at an economic effect, it would be purposeful to apply the conception of marketing of non-commercial subjects.

Educational institutions, however, can seek for profit, but the activity of commercial companies is beyond the scope of this paper. Moreover, even commercial institutions of education produce a social effect for the State when rendering services of professional training of the unemployed. Further, they compete for the economic effect with nonprofit organizations under the same conditions.

Both labour exchange and educational institutions have two different groups of consumers to which different means of nonprofit marketing should be directed. These means cover the companies that get indirect service (i.e. preparation of the qualified force of labour) and the unemployed who get service directly (i.e. professional training). Wishing to ensure their profitable activity, employers aim at a

balance between the demand and supply of labour force on a company level. For this purpose they use the marketing of labour force.

An individual taking part in a programme of professional training seeks to increase his/her competition in labour market and get a job. Pursuing these objects he/she must apply the marketing of career.

Professional training is a service, thus such elements of the complex of service marketing as physical evidence, personnel and process are important both for labour exchange and for an educational institution while in contact with the final consumer, an unemployed individual. For this reason, inner marketing and interaction marketing become actual as well.

One should not forget that both labour exchange and an educational institution have as their consumer not only the unemployed who are provided with the services of professional training, but also other unemployed as well. Thus, the means of marketing must be applied to them too. Moreover, they compete in labour market with the unemployed who have got a service of professional training and apply career marketing. An organization, when satisfying the needs of its consumers, must have a unified system of marketing which will help to achieve the goals set earlier.

To summarize, it may be stated that only a complex, systematic activities of marketing on all levels (state, regional, company and individual) will help to ensure a successful performance of a programme of professional training of the unemployed and all subjects acting in this sphere. Moreover, it will enhance the wealth of the state and society.

## Conclusions

1. The main aim of the professional training of labour market is to seek for the



correspondence between the demand of professional skills in labour market and the supply of labour force. The task of professional training of labour market is to provide unemployed people and employers, who have been warned about the cancellation of a labour contract, with the possibility to gain professional skills acknowledged by the state or to improve them according to teaching programmes registered in the Register of Studies and Teaching Programmes.

2. Labour exchanges and educational institutions take part in the professional education of the unemployed. Thus, different conceptions of marketing of nonprofit organizations, conceptions of marketing of labour market and those of education marketing, as well as the conception of social marketing can be applied in this sphere.
3. Nonprofit marketing is the activity of nonprofit derivatives or physical persons in a competitive environment, which is grounded on the principles of classical marketing and directed towards achieving the aims that are not connected with profit directly.

Social effect is the indicator of the efficiency of nonprofit marketing. Social effect is a result of the activity of a non-commercial subject, which is not connected with gaining profit. It is, on the contrary, directed towards the wealth of the society or its separate parts.

4. The marketing of non-commercial subjects consists of interrelated nonprofit and commercial parts of activities of the marketing of nonprofit derivatives and physical persons. These parts are directed towards the maximization of the

social effect of a product being produced. The aim of the marketing of nonprofit subjects is to achieve and maximize social effect via production and realization of non-profit products.

5. The marketing of labour market is a sphere of activity directed towards reaching the optimum relation between the demand and supply of labour force, aiming to satisfy the needs of the subjects for work with the help of exchange and to ensure a profitable activity of a company and an effective development of the society. The main subjects of governing the marketing in labour market are employers, employees, state and non-state occupational institutions, migration of inhabitants, institutions of education and professional training, professional unions. It is purposeful to analyse the role of marketing in labour market in dependence on the economic subjects of labour market on state, regional, company and individual levels.
6. The subject of marketing in education is the philosophy, strategy and tactics of (inter)relations between consumers and suppliers of educational services and products under market conditions. The objective result of marketing activity is the assurance of profit when satisfying the needs of society, educational institution, organizations and individuals. It is purposeful to analyse the role of marketing in education depending on the subjects of education market on state, regional, company and individual levels.
7. In the author's opinion, social marketing could be defined as a process of taking and fulfilling decisions necessary for the clarification and realization of

permanent needs of objective audiences, which help to improve their personal and social wealth seeking for social aims. It is purposeful to analyse the role of social marketing in professional training of the unemployed on state, regional and company levels.

8. It is purposeful to use marketing in the sphere of professional training on all levels: state, regional, company and individual. As these services are directly connected with both labour market and education, the concepts of labour market marketing and education become important. A social effect, i.e. the correspondence of professional skills in demand and the supply of labour force, is strived for by the services of professional training. As a result, all concepts

mentioned above can be united by the concepts of social marketing.

9. Professional training is a service, thus such elements of the complex of service marketing as physical evidence, personnel and process are important for both labour exchange and an educational institution while in contact with the final consumer, an unemployed individual. For this reason, inner marketing and interaction marketing become actual as well.
10. Only integrated, systematic activities of marketing on all levels (state, regional, company and individual) will help to ensure a success of a programme of professional training of the unemployed and all subjects acting in this sphere. Moreover, it will enhance the wealth of the State and the society.

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## NEKOMERCINIO MARKETINGO KONCEPCIJŲ TAIKYMAS PROFESINIO BEDARBIŲ MOKYMO SRITYJE

Valdonė Šmergelienė

Santrauka

Straipsnyje nagrinėjamas nekomercinio marketingo elementų taikymas organizuojant profesinį bedarbių mokymą. Dauguma šioje srityje veikiančių organizacijų priklauso ne pelno sektoriui. Šiose organizacijose taikomos marketingo koncepcijos turi savo specifiką, susijusią su viešojo ir nekomercinio sektoriaus savybėmis. Tačiau šioje srityje trūksta sisteminio požiūrio, leidžiančio suprasti nekomercinio / socialinio

marketingo taikymo ypatumus. Profesinio bedarbių mokymo srityje labai svarbu naudoti marketingo elementus visais lygiais: valstybinių, regioninių, organizacijos ir individo. Visos organizacijos, veikiančios šioje srityje, gali taikyti nekomercinio, darbo rinkos, švietimo ir socialinio marketingo koncepcijas.

Šio straipsnio tikslas – apibūdinti nekomercinio marketingo koncepcijas ir jų taikymo profesinio bedarbių mokymo srityje galimybes.

Įteikta 2004 m. birželio mėn.