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JADWIGA DZIUBIŃSKA AGRICULTURAL EDUCATION CENTRE SCHOOLS IN GOŁDKOWO MARKETING ACTIVITIES

The paper presents the marketing activities of Jadwiga Dziubinska Agricultural Education Centre Schools in Gołdkowo. In this regard, attention is drawn to the promotion of the School. With qualified staff of teachers and modern teaching base, the school has achieved many successes that are described in the article. People who start education in Schools in Gołdkowo most often choose technical specializations, e.g. an agriculture mechanization technician, a farming technician or an agribusiness technician. Choosing the type of school and their future job, they may take into account various factors, including interests, health and physical condition, knowledge, skills and personality-based capabilities as well as the school authorities and staff's promotional activities.

Keywords: *marketing, promotion, Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo, Mazovian Voivodeship.*

Introduction

Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo is an institution that links tradition with modernity. The Schools authorities and the teaching staff educate young people to have respect for history and provide them with knowledge and skills that give future graduates a competitive advantage and better position on the labour market of modern economy or enable them to continue education at any university in Poland.

The Centre trains engineers in a 4-year Secondary Technical School in the field of agriculture mechanisation, nutrition and gastronomic services, agribusiness, veterinary and landscape architecture. In the Centre, there is also a 3-year Junior Vocational School that trains mechanics-drivers-operators of agricultural vehicles and machines. The Centre also offers one-year vocational training for farming technicians in the field of agricultural production and its organization and supervision. Students can also choose to study agritourism in a Post-Secondary School.

The Schools authorities cooperate with scientific institutes and universities and so the teachers and students have easy access to specialist literature and scientific research results.

Thanks to the highly qualified teaching staff and modern teaching base, the Schools have achieved a very high level of instruction, which is confirmed by very high grades obtained at the Matura (GCSE) and vocational qualifications examinations.

One of the Schools' important objectives is marketing, which helps to create a positive image of the institution and makes young people decide to study in it.

Materials and research methods

The article aims to present the essence of marketing activities that the Schools in Gołdkowo staff engage in and to show the choice of specializations by students who start their school education. The material used in the work was provided by the School teachers in the period of 2007 – 2014. The article will verify the thesis that the improvement of the School marketing activities will contribute to the increase in the interest in the School. In order to do that, it is necessary to point out that there is an increasing tendency to choose the Schools specializations and the most popular ones are agriculture mechanization and nutrition.

Marketing activities

Marketing should be understood as “a management function, which involves organisation and being in control of all the firm's activities aimed at assessing clients' needs and exchanging their purchasing power. It refers to the effective demand for a particular product or service and the delivery of this product or service to the end client or user so that a company or another organization can achieve planned profits or other objectives”¹. The definition covers three important functions. The first one is the management function in a company. The second one is a background and a framework of all the other activities of a firm. The third one highlights the needs of clients, which should be a starting point for a company's activities. Marketing first of all means finding what a client expects, and then making a product that would meet those needs, as opposed to manufacturing a product or providing a service².

Present-day marketing activities are based on knowledge and require that a company knows basic principles of technology. It also requires the knowledge of the new sources of technology that can change the business surrounding as well as its own organisation, opportunities, plans and methods of doing business³.

Marketing activities also refer to educational institutions. In order to effectively develop a programme of a school's marketing activities, it is necessary to focus especially on:

- the analysis of the present-day state of a school (the analysis of a school's resources, its strengths and weaknesses, opportunities and threats, and difficulties; the examination of potential students' needs and expectations in order to address each of them);

¹ P. Kotler, K.L. Keller: *Marketing*. Rebis, Poznań, 2012, p. 5 and P. Kotler, K.L. Keller, S. Hassan, I. Baalbaki, H. Shamma: *Marketing Management*, Pearson Education, Harlow 2012, p. 91.

² K. Białecki, J. Borowski, A.H. Krzywiński: *Marketing w handlu zagranicznym*. Wydawnictwo Naukowe PWN, Warszawa 1980, p. 18 and O. Ferrell, M. Hartline, G. Lucas, D. Luck: *Marketing Strategy*. Dryden Press, Orlando 1998, p. 67.

³ M. J. Thomas: *Podręcznik marketingu*. Wydawnictwo Naukowe PWN, Warszawa, 1998, p. 9 and N.H. Borden: The concept of marketing mix. *Journal of Advertising Research*, Vol. 4, No. June 1964, p. 2-7.

- the tasks and objectives of a school (defining priorities in school work; the aims should be thoroughly and clearly specified);
- the appointment of a marketing team (the selection of a group of people responsible for the implementation of the adopted programme; they should play a major role in determining a school's marketing programme and preparing an adequate way of meeting students' expectations);
- the specification of the basic target market (internal and external ones);
- the presentation of a school's offer (word-of-mouth, brochures, leaflets, school festivities, performances, interviews, festivals, picnics, school magazines publicizing its students' and teachers' achievements, archiving school events, interesting initiatives of the students' union, inviting visitors, open-door meetings, organization of learned societies and school clubs, etc.);
- the cooperation with the media (e.g. sending information about school activities to a local newspaper, radio and television, and collecting all information published by the media);
- the school public relations (a school must be advertised in cooperation with the police, health service, fire brigade, parish, local self-government and even kindergartens; a school should be a place open to various initiatives and happenings, e.g. concerts, festivals and festivities, performances, conferences, contests, artistic events, open-door days, school jubilee celebrations with the participation of graduates, local educational circles, parents and local authorities).

The above-mentioned activities result in a school's good reputation and popularity with the local communities.

Marketing activities of Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo

Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo are educational institutions, which want to meet the challenges of the 21st century. They offer a wide range of training fields, develop dynamically and extend their educational base with the use of:

- multimedia equipment in every lab;
- Wi-Fi access to the Internet in the school premises;
- modern equipment and devices in the gastronomy lab;
- interactive boards;
- modern agricultural equipment.

The most important marketing activities include the following school events:

- The Centre implemented the ISO 9001:2008 system – it improves and perfects the training processes and wants to meet the demands of the changing world;
- The School Open-Door Day has been organized every April and has attracted great attention since 2008;
- “School Involved in Ecology” contests for junior high school students from the District of Pułtusk and surrounding areas;

- Numerous seminars, conferences, festivals, advertisements, press articles, interviews as well as students' successful participation in contests, competitions, projects, exhibitions and sports competitions are examples of never-ending marketing activities;
- In 2010 the School won the Mazovian Voivodeship Marshal's Wreath of Laurel - first prize in the category of traditional regional products – "Gołdkowo Sourdough Bread";
- In 2010, in order to raise money for non-governmental organizations, the Headmaster of the Schools in Gołdkowo founded a teachers' society called EkoGołdkowo. The Schools promote ecological activities and organize various events, including Bread and Regional Product Day and other environmentally-friendly initiatives that are aimed at awakening ecological awareness;
- Every September an ecology festival called "We Promote Tradition and Ecology" is organized in Gołdkowo. Its aim is to popularize environmentally-friendly farming and the Schools in the society, present their achievements in the field of ecology and changes that have taken place recently;
- The Schools regularly organize international scientific conferences on the development of rural areas, renewable energy resources, agritourism, entrepreneurship and innovation in the country;
- In 2011 the School officially qualified as a "school searching talents";
- In 2011 the School students and teachers took part in the Regional Educational Forum, where secondary schools of the Region of Pułtusk presented their educational offer;
- The School headmaster with determination and devotion raises money for the successive modernization of the school premises, residence hall and workshops and the construction of a livestock barn; he also successfully applies for the European Union funds to develop agricultural education for the future generations. These activities build a positive image of the School;
- The School adjusts its training curricula to the needs of the changing society and the environment;
- The students develop their passions connected with nutrition, horse-riding, sport, folk dance, environmentally-friendly farming, tourism, agribusiness and other fields. They join theory with practice during their numerous trips and update their knowledge at training courses, seminars, conferences and congresses;
- The school youth contribute to the celebrations of various anniversaries in the Region of Pułtusk and beyond.

Calendar of the most important school events

The most important events in Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo are:

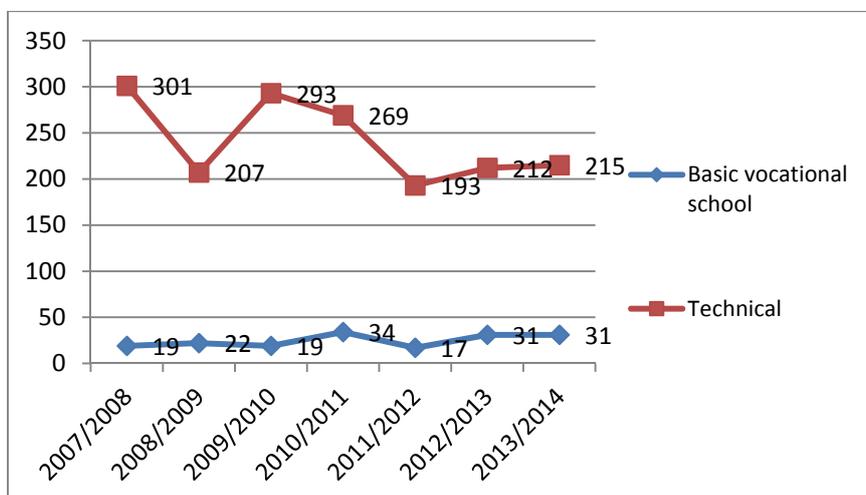
- School year inauguration;
- "Jadwiga Dziubińska Day";

- Competitions in farming and forestry education, knowledge of food and nutrition, economics and geography;
- School Football Championship; the prize is Jadwiga Dziubińska Agricultural Education Centre Schools Headmaster's Cup;
- "Environmentally-Friendly Agriculture Knowledge Contest";
- Bread and Regional Product Day celebrations in Jadwiga Dziubińska Agricultural Education Centre Schools in Gołdkowo;
- National Education Day celebrations in agricultural schools subordinate to the Minister of Agriculture and Rural Development;
- Presentations of Gołdkowo Schools' educational offer in junior high schools that order such presentations;
- Open-Door Days;

The Schools' marketing activities mainly involve all year long work of the headmaster, the teachers and other employees and its current presentation in the local and regional press.

The choice of specializations by students who start education in the Schools in Gołdkowo

In junior high schools young people make their first decision connected with the choice of their future job and secondary school type. Most of them cannot answer the questions: "Who do you want to be?", "What school do you want to learn in?", "What job would you like to do?" and "What kind of job will make you satisfied?". Graph 1 presents the choice of specialization by students who started their education in the Schools in Gołdkowo in 2007 – 2014.



Graph 1: The choice of specialization by the students who started their education in the Schools in Gołdkowo in 2007 – 2014

Source: own calculations based on data of the School in Gołdkowo.

It can be noticed that students most often choose technical specializations. They may take into account such factors as interests, health and physical conditions, knowledge, skills, personality-based capabilities as well as the School's authorities and staff's promotional activities. Table 1 presents the choice of specializations by students in 2007/2008.

Table 1: The choice of specializations by the students who started education in the Schools in Gołdkowo in the school year 2007/2008

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2007 / 2008	19	1	18	19	0	Basic Vocational School		
						Farmer	7	1
						Mechanic – operator of vehicles and agricultural machines	11	0
	301	88	213	267	34	Secondary Technical School		
						Mechanic - technician	67	0
						Agriculture mechanization technician	31	0
						Farming technician	32	0
						Nutrition technician	98	60
						Agribusiness technician	48	10
Economist	25	18						

Source: own calculations based on data of the School in Gołdkowo.

As table 1 shows, 320 students started their education in the Schools in Gołdkowo in the school year 2007/2008. Almost 94% came from rural areas. The most popular specialization was nutrition.

Table 2 shows a decreasing tendency to choose specializations in the Schools in Gołdkowo.

Table 2: The choice of specializations by the students who stated education in the Schools in Gołdkowo in the school year 2008/2009

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2008 / 2009	22	0	22	22	0	Basic Vocational School		
						Mechanic – operator of vehicles and agricultural machines	22	0
	207	59	148	192	15	Secondary Technical School		
						Agriculture mechanization technician	60	0
						Farming technician	21	0
						Nutrition technician	78	47
Agribusiness technician	48	12						

Source: own calculations based on data of the School in Gołdkowo.

In table 3, an increase in the choice of specializations in the Schools in Goladkowo can be noticed.

Table 3: The choice of specializations by the students who started their education in the Schools in Goladkowo in the school year 2009/2010

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2009/ /2010	19	0	19	19	0	Basic Vocational School		
						Mechanic – operator of vehicles and agricultural machines	19	0
	293	69	224	258	35	Secondary Technical School		
						Agriculture mechanization technician	96	0
						Farming technician	21	0
						Nutrition and household technician	78	46
Agribusiness technician	32	11						

Source: own calculations based on data of the School in Goladkowo.

The specialization of agriculture mechanization was really popular. It can also be noticed that there were more students from towns.

In the school year 2010/2011, apart from agriculture mechanization, the most popular specializations chosen by students were farming and nutrition (table 4).

Table 4: The choice of specialization by the students who started education in the Schools in Goladkowo in the school year 2010/2011

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2010/ /2011	34	0	34	33	1	Basic Vocational School		
						Mechanic – operator of vehicles and agricultural machines	34	0
	269	60	209	247	22	Secondary Technical School		
						Agriculture mechanization technician	108	0
						Farming technician	73	11
						Nutrition technician	69	43
Agribusiness technician	19	6						

Source: own calculations based on data of the School in Goladkowo.

In the school year 2011/2012 a new specialization was introduced in the Schools: veterinary medicine, which was chosen by eight students. Nutrition was a specialization chosen mainly by female students. Detailed information is presented in table 5.

Table 5: The choice of specialization chosen by the students who started education in the Schools in Gołdkowo in the school year 2011/2012

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2011/ /2012	17	0	17	16	1	Basic Vocational School		
						Mechanic – operator of vehicles and agricultural machines	17	0
	193	59	134	17	19	Secondary Technical School		
						Agriculture mechanization technician	98	0
						Farming technician	6	3
						Nutrition technician	65	47
						Agribusiness technician	19	6
Veterinary medicine technician	5	3						

Source: own calculations based on data of the School in Gołdkowo.

As table 6 shows, the Schools in Gołdkowo introduced new specializations in the school year 2012/2013: landscape architecture and nutrition and gastronomic services. It can be noticed that they were very popular and attractive for youth from rural and urban areas.

Table 6: The choice of specializations by the students who started education in the Schools in the school year 2012/2013

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2012/ /2013	31	0	31	30	1	Basic Vocational School		
						Mechanic – operator of agricultural vehicles and machines	31	0
	212	80	132	189	23	Secondary Technical School		
Agriculture mechanization technician						86	0	
						Landscape architecture technician	24	19

						Nutrition and household technician	48	36
						Agribusiness technician	14	4
						Nutrition and gastronomic services technician	25	15
						Veterinary medicine technician	15	6

Source: own calculations based on data of the School in Goladkowo.

In the school year 2013/2014, there was again an increase in the choice of specializations by students (table 7).

Table 7: The choice of specializations by the students who started education in the Schools in the school year 2013/2014

School year	Number of students	Female	Male	Country	Town	Specialization	Number of students	
							total	female
2013/ /2014	31	0	31	30	1	Basic Vocational School		
						Mechanic – operator of vehicles and agricultural machines	31	0
	215	92	123	188	27	Secondary Technical School		
						Agriculture mechanization technician	73	0
						Landscape architecture technician	24	19
						Nutrition and household technician	23	17
						Agribusiness technician	19	8
						Nutrition and gastronomic services technician	44	31
						Veterinary medicine technician	34	20

Source: own calculations based on data of the School in Goladkowo.

The specializations of agriculture mechanization and nutrition and gastronomic services were very popular.

Conclusions

Summing up, it is necessary to regularly analyze the school environment and its internal situation. Information resulting from the analysis should be collected in the form of specific strategies, of which - after analysis and assessment - the most appropriate one

will be selected. Marketing involves making decisions how to group activities and school resources to the best advantage. It is difficult to create a marketing department in a school. In schools marketing and promotion teams should be appointed. Their members should be the headmaster, economics and entrepreneurship teachers and representatives of parents and students.

The analysis of literature and the authors' own professional experience let them state that the task of marketing involves effective communication with every sector of the market that is connected with the development of a particular training institution. The more satisfied students and their parents, the higher quality and level of work performance are. Having in mind a school and its educational services, it is necessary to remember that it must be at the highest possible level; and the level is measured against the satisfaction of a client, i.e. a student.

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