

# METHODS OF DEVELOPING AND IMPROVING THE CURRENT SITUATION WITHIN THE FACULTY OF ECONOMICS, TIBISCUS UNIVERSITY OF TIMIȘOARA

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***Abstract:***

*This paper focuses on developing the means to advertise academic institutions, to showcase the interconnection system of the faculties within Tibiscus University, in order to accomplish their shared goals.*

***Key words:*** *academic promotion, students, education, faculties.*

***JEL classification:*** *I23*

The majority of the countries, by means of their macroeconomic policies, support higher education as an answer for the improvement of economic, social as well as individual success.

A more extensive access to higher education calls for constant public assistance, but public funds are slowly decreasing.

Institutions of higher education are supposed to concentrate on the most imperative requirements of the business environment for progress, on what the labor market confirms as prospects and requisites, at the same time as guaranteeing a more extensive access, improved competitiveness and performance as well as diversified training.

The university, as an educational institution, is intended to train competent specialists and form connections with the business environment and the society in which it is integrated, and, on a larger scale, with the society as a whole.

In the last few years, the Romanian higher education, public and private, has gone through an extreme decline in the number of students, making every department or faculty, in each university, to struggle even harder for every potential student. Private universities undergo more pressure, since they don't have student spots free of charge, each student spot in these institutions are funded by the student or by their family and relatives.

Tibiscus University is one of those private universities that compete on the educational market, in Timisoara and Timis County; it comprises four departments/faculties: Economics, Psychology, Computer Science and Applied Information Technology and Law and Public Administration.

Promotional events at Tibiscus University in Timisoara include several activities carried out at the university (advertising spots on the local television and radio stations, participating in various university fairs, advertising materials), and the promotion of each faculty/department in the university.

Each faculty/department ought to see advertising as a crucial activity and that for the plain fact that this proceeding is supposed to provide these with students, the ones who, by means of paying their tuition fees, bring in the sole source of income, on which this private university depends upon, as regards to its budget.

The objective of every faculty or department should be to promote itself, taking after Adam Smith's assumption, that is, the interests of a community are attained once each person in that community does what is best for him/her, when instead they ought to implement the theory of 563 John Nash - the welfare of a community is best accomplished when each member of the society does what is best for him/her and other individuals of the group.

Let's look at the situation of a high school class - 12th grade - X, visited by a group from the Faculty of Economics - Tibiscus University; they come with a mixture of advertising materials and they are willing to respond to multiple questions from the students, but only to those questions with regards to this particular faculty; so, if this class has a computer science major, those students will not obtain those promotional materials that truly concern them, and their inquiries related to this field will not be answered. Thus, it would be best if the class was visited by a team pertaining to the Faculty of Computer Science and Applied Information Technology, since otherwise those students will not get the similar information and will not be fully educated on the option of participating in the classes provided by the Faculty of Computer Science and Applied Information Technology. The Economics group could state that they are not concerned whether those students go to the Faculty of Computer Science and Applied Information Technology or not, should this be correct, taking into account the economic interdependence of these departments.

This interconnection or, in other words, this joint endeavor ought to be present in other fields as well, but for the most part in the advertising course of action of institutions, as a general rule, and each faculty or department, specifically.

This was just a single case, possibly an insignificant one, linked to a particular action or feature, to the advertising itself, but we consider that this is essential, i.e., very close partnership amongst faculties, as to accomplish superior outcomes, shifting from quantity-oriented activities, to mutual ones, based on quality.

Every one of us, meaning the teaching staff, has the "handicap" of their domain, for instance, an accountant has a specific idea of something, but an entire new thing can be said about a professor whose area of expertise is, let's say, journalism. I wanted to state the fact that we, in the marketing department, given this "handicap", consider that the first position in this activity should be seized by the client, and in our sphere of action, this position would have to be filled by the student.

The student, the sole source of income, ought to be the focal point of the whole teaching staff and not only, of the entire university as well. I regularly state to my students to put themselves in the client's position, so I raise this question myself, on how often we had done it in the past ourselves.

They articulate that marketing is so central that it cannot be left only in the care of the marketing division within an institute and that every person there must be concerned with this experience, but in our organization, we do not even have a marketing department.

Why are the students supposed to be our primary concern? Not only because they add to the development of the institution's budget, but also because they are the essential part in the advertising process (positive or negative) of the university; a market study performed two years ago, on a sample of 657 students in 12th grade, in Timisoara and Timis County, showed that 75% of them were up to date about the university and its faculties or departments, from acquaintances, relatives, friends or present or past graduate students at Tibiscus University.

<b>Table 1.</b>			
<b>The main source of information on Tibiscus University in Timisoara</b>			
		<b>Number of answers</b>	<b>Percentage (%)</b>
Valid answers	Do not know	85	12,9
	Friends	466	70,9
	Mass-media	48	7,3
	Internet	28	4,3
	Family	30	4,6
	Total	657	100,00

The results showed that 70.9% of the respondents indicated friends as their primary source of information about the presence, within the educational setting, of Tibiscus University in Timisoara, the most important source posted in these standings, in second place, at a great distance, lies the media with an average of 7.3%, followed by family and Internet with 4.6 % and 4.3%.

Students ought to be asked for their views, they should have the liberty to state them without experiencing the costs and, lastly, those opinions should be taken into consideration.