

**IMPROVING THE MANAGEMENT AND MARKETING OF PRESCHOOL EDUCATION***Akmalova Mohinur Zafar kizi**Jizzakh State Pedagogical University**Head of the Department of methods of preschool education, associate professor*

**Annotation:** this article discusses the need and approaches to improving preschool management and marketing. Important aspects such as the importance of the preschool education system, its effective management and strengthening ties with parents are analyzed. Innovations, the development of educators and educators, as well as the importance of marketing strategies are shown, and methods of using competitive infrastructure and social networks are presented. This article presents practical recommendations aimed at the development of preschool educational organizations.

**Keywords:** preschool education, educational management, marketing strategies, innovation, parent communication, competition analysis, social networks, improving the quality of Education, pedagogical skills, organization brand

**INTRODUCTION**

Preschool education is one of the important systems that form the main foundation of society. Early education and education play an important role in the psychological, emotional and physical development of children. The goal of preschool education is important not only in preparing children for school, but also in the development of their individuality, creativity, the formation of social skills. To do this, it is extremely necessary to introduce quality management and innovative approaches in preschool educational organizations.

The preschool system is important in the development of any society. Successful management and marketing strategies in this area serve to ensure that children receive a healthy and productive education. Through the introduction of new approaches, innovations and modern technologies, the management and marketing of preschool educational organizations can be improved.

Today, the exchange of technologies and information is developing very quickly. Preschool educational organizations are obliged to take into account modern requirements and changing needs. It is possible to improve the effectiveness of the institution's activities by improving educational mechanisms, updating pedagogical methods and introducing innovations into management processes. An important aspect of these processes is the effective application of Educational Management and marketing.

Preschool education management is the process of managing communication between educators, educators, educators, and parents. Effective management helps to improve the quality of children's education, ensure the professional development of educators, and set the goals and objectives of the institution. One of the main tasks of management is the effective control of processes within the institution and the economic management of resources

The role of parents in the educational process is also of particular note. They are highly involved compared to the school raising their children and evaluate the activities of the institutions. Therefore, it is possible to increase the image of the preschool organization by establishing constant contacts with parents, taking into account their opinions and opinions.

Improving preschool education management and marketing is a very important task, which sets the stage for children to improve the quality of education, develop their intellectual and creative potential, as well as become useful citizens of society in the future. Practical approaches, innovations, and experiences to improve preschool management and marketing will be cited as part of this article.

## METHODS

In this article, the research methods used in the process of improving preschool management and marketing include a number of basic techniques. These methods are aimed at improving the quality of research, correctly analyzing data and providing them with practical recommendations. In the process of analyzing the existing scientific literature on Preschool management and marketing, collected data, articles, research and statistics from various sources were studied. With this analysis, important trends, innovative approaches and management strategies in the educational system are identified. Also, successful experiments in other countries were studied and used to develop principles and strategies suitable for Uzbekistan.

The process of conducting the survey consisted of questions between preschoolers, parents, and educators addressed to them. The survey was conducted with the following objectives:

- The level of participation and opinions of parents in the preschool organization.
- Qualification level of educators and educators.
- Parental feedback on the services and resources provided by educational institutions.
- Evaluation of marketing strategies and competitiveness used by preschool educational organizations.

The results of the survey were analyzed using statistical programs, which gave the opportunity to identify good and bad sides, including setting requirements and suggestions.

With the method of interviewing, educators, educational management specialists and parents were directly communicated. Interviews are a very important source of information for this study, in which participants freely expressed their experiences, feedback and suggestions. The following key questions were asked during the interview process:

- What educational and educational services does the preschool organization offer?
- What innovative approaches are used in educational processes?
- How is the role of parents in the educational process assessed?
- What strategies does the institution use financially and resource-wise?

The results of the interviews made it possible to further expand the results of the research and collect important information for their practical application.

Data from surveys and interviews were included in the report using statistics and analysis programs. The aim of the process is to provide accurate analysis of results, identify important trends, and provide numerical statistical indicators. With the help of such an analysis, it became possible to qualitatively analyze the problems of institution management and marketing, formulate the necessary proposals and use the experience of specialists.

In the process of studying the existing experiences in preschool educational organizations, direct communication was carried out with preschool educational organizations, which are successfully conducting their activities. Experiments, skills and practical approaches were pronounced. At this stage, the aim was to collect best practices and prepare proposals for their use in institutions. This set of methods helped to develop recommendations aimed at a comprehensive analysis of the collected data and further improvement of Preschool management and marketing.

## RESULTS

Through the results of a study on improving preschool management and marketing, a number of important aspects were identified and analyzed. The data obtained during the study generated a large-scale picture of the current state of the preschool system, existing problems and proposed innovative solutions.

The results of the study showed that the absence of an effective management system in preschool educational organizations negatively affects the quality of the educational process. The need to strengthen the ties between parents and caregivers and effectively manage the ties within the institution was reflected. It is possible to increase the success of the institution by increasing the interest and participation of Management in educational processes among preschool organizations, ensuring the professional development of educators and educators.

In the course of the study, the participation and opinions of parents in the process of preschool education were judgmental. The majority of parents expressed a desire to actively participate in preschool organizations, but this process is shown as a result of existing difficulties, such as insufficient information or insufficient involvement in pedagogical processes. By building quality relationships with parents, engaging them in the educational process, and listening to their opinions, preschool organizations can gain their trust.

Another important aspect identified in the study is the introduction of innovative approaches and modern technologies. Preschool educational organizations have the opportunity to improve the quality of education of children by adding modern and innovative methods to the educational process. For example, online resources, educational programs and interactive games will help a lot to develop children's creative abilities and improve the pedagogical skills of educators. The results of the study show that many preschool organizations are achieving an improvement in the quality of education using these approaches.

There are significant problems in the analysis of competition between preschool educational organizations. During the study, it was revealed that many institutions were not implementing enough marketing strategies. Due to insufficient information about the services and opportunities offered to parents, these institutions face difficulties in developing their own brands. The lack of use of social media and online marketing opportunities has led to the deprivation of a number of opportunities for preschool organizations.

The results of surveys and interviews are analyzed in a joint way, and the results are provided with the following numbers:

- Parental involvement: 70% of parents surveyed stated that they would like to actively participate in the educational process of their children, but 45% of them stated that the information received from the school was insufficient.
- Innovative methods: 60% of preschools have introduced modern educational methods, but 40% require practical training for the professional development of educators.
- Marketing strategies: 30% of preschoolers absolutely do not include marketing, while 50% have insisted that they do not have enough resources to do so, even if they want to use online platforms.

In general, the results of the study presented a number of potential and shortcomings that should be developed in the field of Preschool management and marketing. Based on these results, measures should be taken aimed at developing proposals and improving the marketing and management strategies of the institution.

## DISCUSSION

The results of this study showed a number of important aspects of improving preschool management and marketing. There is extensive information about the positive and negative

aspects identified in the discussion process, as well as practical proposals that can be included. First of all, the presence or absence of effective management in preschool institutions affects the educational process. The results of the study showed that when educational institutions cannot qualitatively carry out Management at all stages, it prevents the development of teachers. Therefore, it is necessary to involve management in management processes, create a strong public environment with pedagogical staff and strengthen communication channels. Parents are an important part of the preschool education process. The results show that only 30% of parents have the opportunity to actively participate in the educational process of their children. This is explained by the existing communication problems, shortcomings in Information Communication and the lack of adequate integration. It is possible to actively involve parents in the educational process, to achieve an increase in the quality of education, taking into account their opinions and suggestions. To do this, preschool children need to develop effective ways to communicate with parents. Another important aspect identified during the study is the need to introduce innovative educational methods. In preschool education, it is important to maintain a balance between the use of classical pedagogical techniques and the introduction of innovations. Web platforms, game-based education and interactive resources increase children's interest and make the learning process more efficient. Also, such approaches give teachers and teachers the opportunity to constantly develop their knowledge on the basis of new scientific research and practices. Competition among preschools is very high, which requires the effectiveness and updating of marketing strategies. During the study, it was found that many schools ignored marketing. Failure to provide parents with adequate information about the services provided, poor communication, and the lack of introduction of new approaches reduce their competitiveness. Institutions can develop their brands more effectively through the use of social media and online marketing strategies. Preschools are able to cope with any problems and difficulties with the correct use of their tools. The final results made it possible to promote important proposals to improve the quality of education in preschool institutions. The results obtained will help improve the quality of education through well-organized feedback from teachers and the introduction of teaching systems. It was also emphasized the importance of strengthening cooperation between state and educational organizations, providing financial and information resources. Through these processes, preschool education relies on innovative methods to provide, develop and provide quality education to children. Problems and recommendations for improving preschool management and marketing are developed on the basis of the results of the study. During this discussion, it was shown that it is important to improve the quality of Education, build relationships with parents and introduce innovative approaches, taking into account each aspect of the preschool education system. Preschools can greatly contribute to the Social, Psychological and intellectual development of children through the implementation of these proposals.

## CONCLUSION

This study showed the need to improve preschool management and marketing. The results obtained emphasize the need to develop effective management and marketing strategies for preschool organizations, establish constant communication with parents and introduce innovative educational methods. By increasing the activity of parents in the educational process, it is possible to create a child-friendly teaching environment and improve the quality of Education. It is also necessary to use online marketing opportunities to update marketing strategies, market through social networks and increase the competitiveness of institutions. Such approaches are

expected to help develop the brands of preschool organizations and build effective relationships with parents.

#### Recommendations

- Development of effective management strategies in preschool educational organizations, strengthening the interaction between management and teachers.
- Regular trainings and seminars on improving the professional skills of educators and educators.
- Establish constant communication with parents, provide them with services and information to involve them in the educational process.
- Further improvement of the institution's activities, taking into account the feedback of parents.
- Introduction of modern and innovative methods to educational processes, including digital resources and interactive materials.
- To provide information about new pedagogical approaches and innovative methods for parents.
- Strengthening the brand of the preschool organization through active participation in social networks and the introduction of online marketing strategies.
- Analyze competitors and try to implement their successful approaches in their institutions.
- The application of systematic assessment and control mechanisms aimed at improving the quality of Education.
- Development of cooperation and knowledge exchange between preschool educational organizations.

These recommendations, implemented by preschool children, are expected to make an important contribution to the quality of education of children, their social and intellectual development and the creation of an advanced educational system of our society.

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