

MARKETING IN THE SZCZECIN SCHOOL OF TRANSPORT ECONOMICS

Summary

The state of market balance, including that of education services can be regained thanks to the use of the contemporary marketing apparatus. The paper hereby is aimed at presenting the rules of the use of marketing in conditions of liberalised market - in Transport School in Szczecin. The paper introduces conditions of use of marketing in services, including services offered by WZiEU US.

Tranlated by Józef Perenc