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BUSINESS PERCEPTION OF INTERNSHIPS AND DEGREE OF EMPLOYABILITY OF GRADUATES

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To survive and grow, universities must have their own marketers, identifying sustainable business relationships. Educational marketing activity is based on the interest of educational institutions for the use of specific methods, techniques and tools. Marketing involves designing offers educational institutions for meeting identified needs and desires of the market and effective use price, communication and distribution to inform, motivate and serve the market. The partnership between business and educational environment can be developed only on the development of marketing research with common objectives. Perception of utility organizations identify internships and degree of employability of graduates is part of a strategy for sustainable development both universities and the business environment. In this way it is a real connection between the current and the future requirements of a modern society.