

TRAINING NEEDS AND THEIR IMPACT ON EDUCATIONAL SERVICES QUALITY MARKETING IN LIGHT OF KNOWLEDGE MANAGEMENT

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***ABSTRACT:** This research aims to identify the degree of relationship between the three variables of the study, knowledge management, training needs and educational services quality marketing. The research sample consists of (189) faculty members and (126) administrators. To collect data, the survey method (questionnaire) was used. The results of the statistical analysis showed the existence of knowledge management at the university, but with few percentages, as training programs were classified from the faculty members' and administrators' point of view. Thus, the study also showed weakness in educational service quality marketing.*

***KEYWORDS:** the development of skills, intellectual capital, reliability.*