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DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF SCIENCE DEGREE IN MARKETING

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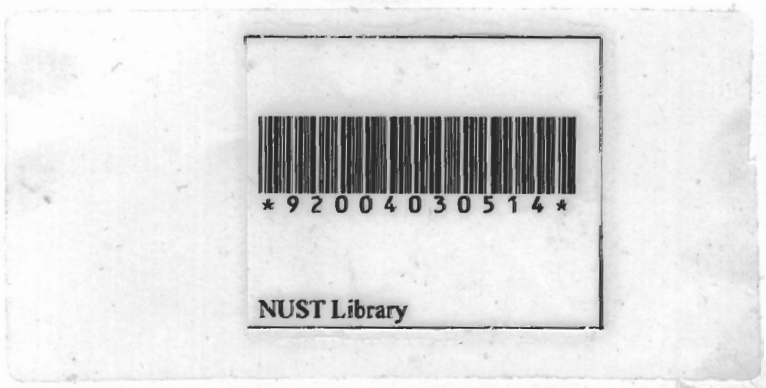
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The Impact of Publicity on National Branding: A Survey Assessment of Zimbabwe.

A dissertation submitted in partial fulfillment of the requirements of the Master of Science Degree in Marketing: National University of Science and Technology (NUST).

Supervisor: **Mr M.J. Ndlovu**

2011



The Executive Summary

The research project sought to gather information on the impact of publicity on national branding. Its broad aim was to assess whether publicity plays a role in destroying as well as building a national brand. Zimbabwe as a brand is undisputedly suffering image and perception challenges. The country was born in 1980, when the country realized its independence. Since then, the country's has been the hub of development in Southern Africa until the turn of the twenty-first century when things turned sour. This research sought to assess how both citizens and non-citizens perceive the national brand, the impact of publicity as a promotional tool in destroying and building the national brand and available solutions for repositioning. Review of related literature complimenting the information was made.

The research was basically quantitative in nature employing a descriptive approach. Data was gathered through self administered questionnaires which were distributed to a total of eighty respondents. The population of study included Zimbabwean citizens and the whole world hence sampling was done by stratifying the citizen population according to different social categories using stratified sampling and judgment for the non-citizen cluster which included embassy and high commission staff representing the world outside Zimbabwe. The collected data was analyzed using SPSS (Statistical Package for Social Sciences) software because of its effectiveness and efficiency. The refined information was presented in commentary, and statistical format.

It was concluded that publicity as a promotional tool has played a big role in destroying Zimbabwe as a brand and by the same token, the same promotional tool can be used positively to rebuild the national brand. It is recommended that a harmonized and coordinated approach to rebranding the country supported by the political buy in and setting up of a core working group that drives the rebranding agenda be implemented to attain a positive brand for the country. All in all, the study revealed the importance of rebranding and sustenance of positive national brands in advancing relevance and competitive edge in the global environment.