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**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

Faculty of Communication and Information Science

Department of Library and Information Science

**AN EVALUATION OF THE MARKETING STRATEGIES FOR RESEARCH SERVICE AT THE  
NATIONAL ARCHIVES OF ZIMBABWE**

By

**Michael Kwesu**  
**(N011 2438Y)**

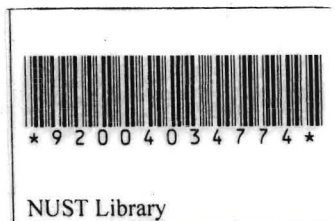
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DATE	ACCESSION	CLASS No.
06/2/14	13/529	Z716.3 KWE

A Research Project Submitted to the National University of Science and Technology in Partial  
Fulfillment of the Master of Science Degree

In

Library and Information Science

**Academic Supervisor**



**Mr. T. Machimbidza**

**BULAWAYO, ZIMBABWE**  
**YEAR: 2013**

## ABSTRACT

This research was triggered mainly by the fact that in Zimbabwe potential users of the NAZ research service like students who were studying history and their lecturers were not aware of the research service and the benefits they may derive from using the archival collection. This led to few students carrying out research activities at NAZ suggesting that the department may not be visible to Teacher Training Colleges and Schools where history courses are being taught. The purpose of this study was to evaluate the marketing strategies being used by the NAZ in building its image, raising awareness and promoting the research service. The revelations from literature were that most National Archives concentrated more on acquisition, processing and preservation paying less attention on marketing and use of the same acquired and preserved archival records through their research services. The NAZ marketed its holdings through publications, brochures, post cards and calendars and even by participating in national shows but it remained obscure in the eyes of the students. This necessitated for an evaluation of the marketing strategies used for research service at the NAZ. The study adopted a mixed methods research approach. A case study research design was adopted and a population of comprising archivists from the research section; the Director and Deputy Director of the NAZ; History student teachers and their lecturers from Hillside Teachers College were chosen. All the population units constituted the sample for this study and interviews and questionnaires were used as data collection instruments. The findings of the study revealed that the marketing strategies for research service at the National Archives of Zimbabwe were not effective due to a variety of reasons such as absence of a policy on the marketing program, poor planning and implementation. A number of recommendations were made. The most critical recommendation to the NAZ was to develop an educational program targeting schools and colleges in Zimbabwe.