

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN ASSESSMENT OF MARKETING TECHNIQUES THAT CAN BE USED TO MARKET THE SERVICES PROVIDED BY PUBLIC ARCHIVAL INSTITUTIONS: A CASE STUDY OF THE NATIONAL ARCHIVES OF ZIMBABWE.

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IN

LIBRARY AND INFORMATION SCIENCE

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

BULAWAYO, ZIMBABWE

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ABSTRACT

This study sought to assess the marketing techniques that can be used to market the services provided by public archival institutions. It was a case study of the National Archives of Zimbabwe. The study was carried out to help public archival institutions realise the importance of marketing in achieving their organisational objectives, how marketing can best be applied to their operations and the marketing techniques that they can use. The data was gathered through the use of interviews and questionnaires. The summary and conclusions were made. Recommendations were given to the National Archives of Zimbabwe based on the findings.